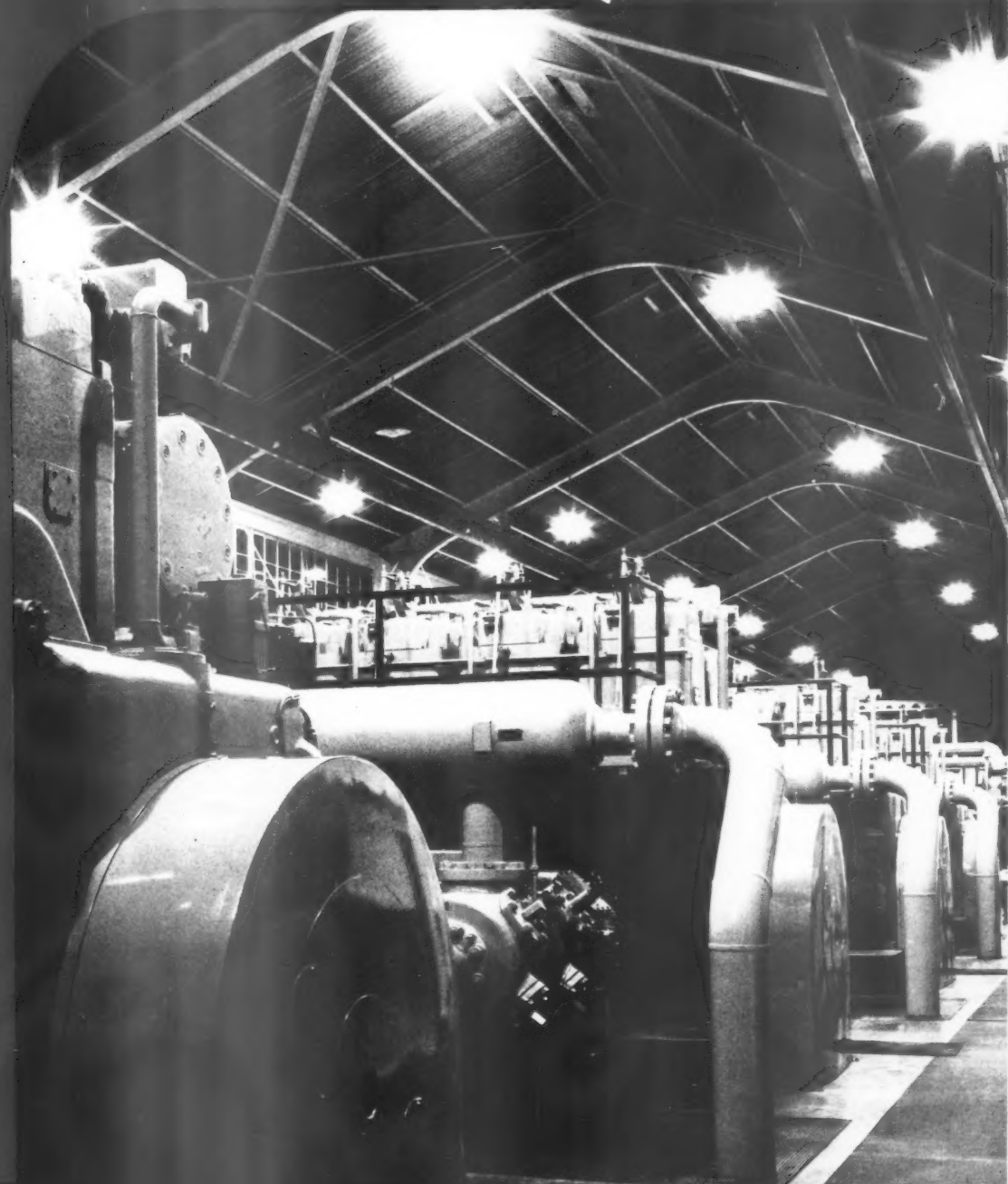


AMERICAN GAS ASSOCIATION

# Monthly




DECEMBER  
1954



# Look to GAS for the smartest ranges money can buy!

By this time tomorrow you can own the smartest investment you ever made in your life: a new automatic Gas range. There's not an inch of compromise in its entire make-up. Broiling is completely smokeless; cooking, even and exact. Heat never lingers on the top burners; once gas is off, it's off! You'll find your new Gas range is more precise, more flexible, much easier to keep clean. Actually, no other ranges give you as many fascinating features, cook as well. Isn't it remarkable that the new automatic Gas ranges cost less to buy, install and use? See the Spring Showing at your Gas company or Gas appliance dealer's.

AMERICAN GAS ASSOCIATION

Only **Gas**  gives  
such matchless performance

**GAS**—the modern fuel for automatic cooking...refrigeration...water-heating...house-heating...air-conditioning...clothes-drying...incineration



Battery of compressors at Pacific Gas & Electric's Kettleman station. Don Krogh shot this interior view

LAST month's issue was in the main devoted to reporting our 36th Annual Convention. This month a good portion of our space is used to report on activities that complement Convention resolutions and speeches. . . . We refer to the constant work being done by individual companies and/or industry groups to build the gas load. One series of stories begins on page 4. The activities reported range from a unique "Gasorama" staged by Public Service of Newark to the energetic efforts put behind the sale of gas combination washer-dryers by Milwaukee Gas Light. . . . Another group of stories revolve around the Old Stove Round-Up—a selection of case histories that demonstrate what can be done when a perennial promotion is approached with fresh vigor and new ideas. . . . A third story along load-building lines is this month's report on one of the ten Action Demonstration Cities. Cape May, N. J., is the scene and the actors are New Jersey Natural Gas Company's staff under the direction of sales vice-president W. D. Williams. . . . A favorite description of public relations is the phrase, "Being a good neighbor." An apt and dramatic example of this adage was provided recently by Arkansas Louisiana Gas Company when it converted a new gas pipeline into an emergency water pipeline for a small Arkansas community. The story is on page 20.

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## CONTENTS FOR DECEMBER 1954

### FEATURES

STRAWS IN THE WIND . . . . .	2
LAND THE LOAD—A REPORT . . . . .	4
PINPOINT WATER HEATER SAFETY . . . . .	9
OLD STOVE ROUND-UP—1954 . . . . .	10
SAFETY TRAINING FOR FOREMEN—by Earl E. Taylor . . . . .	15
CAPE MAY'S FOUR STEP ACTION PLAN—by Herbert C. Mendell . . . . .	17
GAS PIPELINE SAVES THIRSTY TOWN . . . . .	20

### SECTIONS

THE 1954 INTERNAL REVENUE CODE—by Charles H. Mann . . . . .	23
GAS DOMINATES TWO TRADE SHOWS . . . . .	25
SPEEDS DISTRIBUTION NETWORK ANALYSIS—by Robert D. Sickafoose . . . . .	29

### DEPARTMENTS

INDUSTRIAL RELATIONS ROUND-TABLE . . . . .	19
FACTS AND FIGURES . . . . .	14
INDUSTRY NEWS . . . . .	31
NEW A. G. A. PUBLICATIONS . . . . .	33
HIGHLIGHTS OF FPC RATE AND CONSTRUCTION CASES . . . . .	36
PERSONAL AND OTHERWISE . . . . .	40
OBITUARY . . . . .	42
NEW A. G. A. MEMBERS . . . . .	42
CALENDAR . . . . .	47
PERSONNEL SERVICE . . . . .	48

THE MONTHLY IS INDEXED BY THE INDUSTRIAL ARTS INDEX

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# STRAWS *in the wind*

● Designed to give you a panoramic view of the industry

## HIGHWAYS AND UTILITIES

Stepped-up highway construction over the next decade seems inevitable. Whether Congress and the states will go along with President Eisenhower's \$50 billion proposal of last summer, or will come up with plans of their own, seems likely to be settled in 1955. In any event, private and public utilities will face some stiff relocation costs.

The construction of super highways, with their multi-lane right-of-ways, over-passes and under-passes, has greatly increased removal and relocation of utility facilities along their routes. For the past two years the utilities have sought relief from these costs engendered by the construction of federal aid highways. The problem is now under study by the Bureau of Roads and by the President's Advisory Committee on the National Highway Program.

A brief summarizing the utility point of view has been presented to General Lucius Clay, chairman of

the latter group. After a review of the highway changes brought about by modern transportation, and citation of the traditional use of public right-of-ways by utilities, the brief asks for a more equitable policy on relocation costs.

Pointing out that in the case of small companies costs of extensive relocation could imperil financial solvency, the utility brief urged that these costs be charged to individual highway projects. This step has already been taken by 18 states, but it is up to the federal government to set policy on federal aid highways.

The brief was prepared and presented by representatives of ten associations or groups, including gas, electric, transportation, wire services, water works, etc. The same group is taking the lead in supplying the Bureau of Public Roads with facts for its own study of relocation costs.

## PAR EXPANDS

Public information has been added to the three PAR categories—promotion, advertising, research. New A. G. A. Information activities are now part of the PAR Program, supported by voluntary contributions from PAR members. These activities formerly were part of the General Management Section.

## HOT WATER

Domestic water heating and the business built around it were the subject of a lead story in the Dec. 2 issue of "The Wall Street Journal." Article cited steady growth of water heater sales, predominance of gas, trends toward higher water temperatures and larger tank sizes. Glass-lined tanks evidently caught reporter's fancy.

## SAFETY COURSE

First regional group to stage A. G. A. safety course, "Accident Prevention Through Informed Supervision," was Pennsylvania Natural Gas Men's Association. Forty-one "students" from six member companies attended the two-day course. Response from all levels was so good that repeat sessions are planned.

## BURSTING SEAMS

New experiments in underground gasification of coal are underway in Alabama. Hydraulic fracturing of coal seams as

aid to gasification is the new step being explored. Stanolind Oil and Gas, which has used the hydraulic technique in oil and gas formations, has teamed up with Alabama Power and Bureau of Mines to conduct the tests.

## ENERGY REPORT

Report of the Cabinet Committee on Energy (see Straws in the Wind, November issue), due to have been presented to President Eisenhower on Dec. 1, has been delayed. That the report when complete will be made public is doubtful, though the material will provide a basis for Administration proposals and speeches.

## RESUSCITATION METHODS

Reasons for adoption of the back-pressure, arm-lift method of artificial respiration as a new approved method are recently explained in "Resuscitation," a new manual prepared by a subcommittee of the A. G. A. Accident Prevention Committee. Other methods are also discussed in the manual, which is due off the press this month.

## PLASTIC PIPE

The increasing importance of plastics in the gas industry is pointed up by efforts of A. G. A.'s Subcommittee on Plastic Pipe Standards and the Society of the Plastics Industry to develop standards for the manufacture of plastic pipe for



use in gas distribution systems. The two groups are working closely together and an announcement will be made shortly of the results of their joint efforts.

### MRS. AMERICA AT HOME

Did you see our Mrs. America on NBC-TV's Home Show Nov. 16? Mrs. Wanda Jennings promoted gas and gas appliances throughout her appearance, which included an eight-minute film of her New Freedom Gas Kitchen in her St. Louis home. The show was carried by 75 stations coast-to-coast.

### INSTALLATION STANDARD

Second edition (1954) of American Standard for Installation of Gas Piping and Gas Appliances in Buildings (Z21.30) will soon be available. Prepared under A. G. A. sponsorship, the standard has been prepared by the Approval Requirements Subcommittee representing all parts of the industry after a very extensive review by the industry. The text is identical with Pamphlet No. 54 issued by National Fire Protection Association and National Board of Fire Underwriters.

### ODOR TESTING

Importance of odor test room, designed by Arthur D. Little, Inc., under A. G. A. sponsorship, was attested by a report on the American Society for Testing Materials conference. Writing in "American Perfumer and Essential Oil Review," Edward Sagarin said, "From the viewpoint of accurate odor testing, the importance of the test room cannot be overemphasized."

### REQUIREMENTS REVIEW

Industry and utility criticism of proposed approval requirements for appliances and accessories are to be reviewed at a series of subcommittee meetings to be held during December, January and February. These meetings will cover central heating equipment, room heaters, domestic ranges, commercial cooking equipment, gas hose, domestic range conversion burners, semi-rigid tubing and fittings, and appliance pressure regulators.

### CRACKS HOME SHOW

An Action Demonstration City—Lincoln, Neb.—has succeeded in placing gas appliances in its local "Parade of Homes". Previously these show homes had used gas for heating and water heating only. This year nine of the 12 homes had gas ranges—all but one built-ins, seven had gas clothes dryers and nine had gas refrigerators. All but one were

heated with gas and all used gas water heaters. One featured all-year gas air conditioning.

### ABILENE POSTSCRIPT

Another Action City—Abilene, Texas—continues to show sales gains over other Lone Star Gas Company territories. Abilene sales in quantity and quality are up 45 percent over 1953.

### ATOMIC FILLIP

Conflicting forecasts on atomic energy prospects were given a fillip by a government speaker at the American Society of Mechanical Engineers' annual meeting in New York. "Imagine," he said, "that our only source of energy today was nuclear power." He said there would be a mad rush to adapt for use the wonder fuels of natural gas, coal and oil. They all have obvious advantages over atomic energy for many purposes.

### "FIRM" INDUSTRIAL GAS

A list of industrial operations where uninterruptible gas service is deemed necessary to protect the load against competition has been released by the Industrial and Commercial Gas Section in its Information Letter No. 68. The list serves as a guide to member companies who wish to put more of their industrial gas supply on a "firm" basis.

### FIRST IN CHATTANOOGA

Down in the heart of TVA territory, Chattanooga Gas Company is boosting its product as Chattanooga's "No. 1 automatic fuel". Newspaper ads point out that natural gas is first in quantity used (gas Btus vs. electric Btus), first in economy, and first choice on the part of industry in Chattanooga. The ad doesn't neglect to mention that Chattanooga Gas also pays its full share in all taxes.

### PEAK DAY SUPPLY

With peak days coming up, Midwestern gas companies supplied by Panhandle Eastern Pipe Line Company will be able to draw on as much as 100 million cubic feet daily as a result of completion of an expansion program this fall. Panhandle says the 295 miles of 30-inch, 26-inch and 24-inch pipe were rushed to completion for winter service.

### LOOPING LINES

Plans to loop completely the 1800-mile Transcontinental Gas pipeline within the next few years were discussed by Tom P. Walker, Transcontinental president, before a meeting last month of the New York Society of Security Analysts. Mr. Walker said plans call for the use of 36-inch pipe for the looping job.

### TEXAS TALL STORIES

Even buildings are growing tall down Texas way. The tallest—as of yesterday—is the 40-story Republic Bank in Dallas. But its gas consumption makes a tall story, too. Lone Star estimates the building summer and winter air conditioning system will burn 200 million cubic feet annually, and that another 5 million cubic feet will be used for water heating and cooking.

# LANDING THE LOAD

● "Team Up! Land the Load!" That was the title of the final luncheon at the recent American Gas Association Convention in Atlantic City. Landing the load was also a major topic at the General Sessions and at the meetings of the various Sections. Load-building is the end sought by most industry and Association activities. It is the driving force behind the Gas Industry Development Committee, the Action Demonstration Program and other united industry activities.

Not all load-building activities are initiated at the national level, nor are they always sales campaigns. On the following pages we report on some of the day-in-day-out, year-round promotions carried on by companies and groups across the nation. Varied in objectives and treatment, they represent some of the things our industry is doing on the actual firing line of the competitive battle.—The Editors

## NEWARK

An interesting essay in employee education, public information and public relations was conducted with marked success by Public Service Electric and Gas Company of Newark, N. J., September 28-October 1.

Converting its headquarters auditorium into an impressive exhibition hall,

Public Service mounted a gleaming display of new domestic gas appliance developments and held a three-day "at home" for employees, press, industry members and the public.

Features of the exhibit were late-model gas ranges, water heaters, incinerators, kitchen cabinets, refrigerators and many new burner and temperature control refinements. Magnets for "Gas-

orama" visitors were the new hypodermic pilot, Mini-pilot, "Pot-watcher" top burner control, "Time 'N Temp" oven control, simplified clock controls, single-point ignition, the "oven eye", the much heralded "nickel" burner and 100 percent top burner shut-off demonstrators.

Other A. G. A. approved appliances on display were built-ins, gas dryer-washer combinations, cut-away water heaters and ice maker refrigerator. Most of these were attractively mounted in sparkling kitchen cabinet designs.

Public Service personnel and manufacturers representatives served as guides, commentators and demonstrators. A 12-minute color film starring Dione Lucas, noted TV personality, presented a survey of built-in cooking equipment and stressed the new convenience it brings to the homemaker. The new color film, "A Word to the Wives", was shown continuously.

According to H. P. "Pres" Morehouse, assistant sales manager of Public Service's gas department, the exhibit was designed to reach three groups.



# A REPORT

*Here's what some companies and groups are doing on  
the front line of the competitive battle—  
varied examples of gas promotions across the nation*

First of these was Public Service's sales and contact personnel on the new developments.

Said Mr. Morehouse: "We felt it was vital that the people in the firing line, the people who answer the questions and sell the appliances, should have first-hand knowledge of the new trends in those appliances. And we reasoned that this demonstration of the gas industry's leadership in appliance design should have a positive psychological effect."

Therefore the first day of the Gasorama was restricted to Public Service's sales management and residential sales personnel. Canvass of the more than 275 people who toured the exhibit during the day indicated that results on both the informative and psychological levels had justified expectations.

On the second day, the welcome mat was out for the press, private and federal housing officials, architects, builders, dealers and gas industry representatives. Mr. Morehouse reported an excellent turn-out: "We played host to more than 700 architects, builders, home finance

institutions, FHA, VA, A. G. A. and GAMA officials, press and magazine people, appliance dealers, plumbers, neighboring utility representatives and personnel from our own gas distribution, home economics and architect-builder-dealer departments. We were very pleased with the interest and enthusiasm shown by people who, because of their business and professional experience in and with the gas industry, are not always easily impressed."

At this second session, Public Service's home economics advisers doubled as Gasorama visitors and as hostesses for a delicious buffet which was served continuously in a home service kitchen, immediately adjoining the exhibit hall.

On the third and final day, Gasorama's doors were thrown open to the public. Invitations had been issued by way of newspaper ads, local news stories and personal calls to members of Public Service's current and former cooking classes and to specially selected groups. Here again the response was gratifying.

"A lot is being written and said these

days about the importance of public relations," said Mr. Morehouse. "We thought this would be an excellent way to give our public a direct introduction to the kind of job our company and the gas industry generally are doing to provide the very best in service and performance."

"Many of the developments and appliances were being shown publicly for the first time, and the point was repeatedly made that they were made possible through large amounts of research money contributed by the industry for the purpose of assuring the position of gas as the nation's premier fuel and service."

"All told, Gasorama was visited and carefully inspected by nearly 1,500 people, most of them important in their fields and all of them certainly important to us," Mr. Morehouse summed up. "Our experience with Gasorama shows rather convincingly, we think, that similar projects can and should be staged by gas utilities in cooperation with manufacturers to the ultimate benefit of both. We feel that Gasorama accomplished

**Save Money, Save Time**  
**Bendix Duomatic**  
**Double Duty**



- Washer
- Gas Dryer

**Bendix Gas Duomatic**  
**20 Minutes**

Bendix Gas Duomatic is a double duty washer and gas dryer. It's what you have been waiting for. Wash and dry clothes in the Gas Duomatic and when the apartment or office dry clothes, it's done.

- Economically Low
- Automatic Safety
- Built-in Tumble Dryer
- Lockable

**Gas Co.**

Open Monday and Thursday 10 P. M.  
 Closed Saturday

Delivered and Installed  
 No Franchise Charge

**NOW... A GAS WASHER-DRYER  
 ALL-IN-ONE**



**BENDIX DUOMATIC**

**MILWAUKEE GAS LIGHT COMPANY**

In Milwaukee, the utility company sees gas Duomatic as an opportunity to build a new residential load. The new appliance is being promoted aggressively in cooperation with local dealer-distributors

MILWAUKEE

Sparkling gas appliances were on parade when Public Service opened its doors to its employees, press, industry and its New Jersey customers during three-day "Gasorama" in Newark headquarters

NEWARK



a lot in the way of keeping our own employees abreast of current appliance developments, in affording an opportunity for newspaper and magazine coverage for gas on a wide scale, and in making us better acquainted with our public while they at the same time were learning some very important things about us and our industry.

"We are so encouraged by our first efforts that we plan to run a Laundryama in the spring. We may show types of modern home laundries, along with a large exhibit of modern laundry equipment."

## PITTSBURGH

Three Pittsburgh gas companies—Equitable Gas Co., Manufacturers Light & Heat Co., and The Peoples Natural Gas Co.—have set out to prove that unselfish cooperation will sell gas appliances and increase the use of gas, summer and winter. And the 100,000 visitors who walked through Pittsburgh's Parade of Homes (it was held open an extra week) are proof that the idea works.

The three companies, banded together as the Natural Gas Companies of the Greater Pittsburgh Area, this year "wrapped up" a product and promotional all-gas package that clearly dominated the annual home display project. Of the 25 members of the Home Builders Association of Metropolitan Pittsburgh who entered the national event locally, 14 employed all seven uses of gas in their homes.

The thinking behind the cooperative effort of this and similar projects was summed up by Walter Lowe of Peoples Natural Gas, chairman of the Natural Gas Companies' Home Builders Committee. He said:

"Even though all the display houses happen to be on the lines of only one of the gas companies, we feel that all three companies benefit equally from such 'living show rooms,' drawing as they do such marvelous crowds from all our areas. We know that people will want and buy gas equipment and appliances if they can see them actually working—and that's what we're aiming to let them do."

Mr. Lowe explained how the group works. Each company contributes to a fund for "common-ground" advertising which is prepared and placed by Ketchum, MacLeod and Grove, local ad



agency. General sales managers of the gas companies form the senior committee which administers the group. A subcommittee, the Home Builders Committee, handles the joint promotions such as the current participation in the Parade of Homes. Members of this committee with Mr. Lowe are George Turner and Paul Koechel of Equitable Gas Co., and John McBurney and George Coulter of Manufacturers Light & Heat Company.

The "Parade" homes, all constructed on one street in Scott Township, an attractive Pittsburgh suburb, were graded, paved, landscaped and most were completely furnished. All-gas homes were in prominence—in fact, 14 of the 25 "Parade" homes were all-gas, from built-in range units to all year air conditioning. Every one of the 25 homes in the plan was heated with gas.

A glamorous array of all-gas kitchens caught the imagination of visitors as they stepped inside to view the best the gas industry has to offer in the way of appliances, and each of the big six residential jobs—cooking, water heating, refrigeration, clothes drying, heating and cooling, and incineration—were represented.

The advertising-promotion-publicity campaign which the gas companies included in the package to builders called for full-page advertisements in special Parade of Homes sections published by three local dailies. News of the project was carried before and during the event via radio announcements and television programs sponsored by the Natural Gas Companies group together and individually.

Outdoor advertising space was used, and placards and handout material were made available in the houses. New building sales representatives and home service girls from the three companies manned the 14 all-gas homes. In addition, a color movie of the project, filmed during its development, was produced for future use as a selling feature for all-gas homes.

This Parade of Homes package was only one in a series of promotional events arranged by the cooperating utilities. During National Home Week, 13 all-gas homes were on display on the lines of the three gas companies throughout the area.

Another successful promotion credited to the Natural Gas Companies trio was the All-Gas Home of the Month. In what will be an annual event rotating on the three companies' lines, the selected



## MIAMI

Gas Institute of Greater Miami's appliance display, combining effort of two utilities and 13 LP-Gas companies, dominates local Home Builders Show with motto, "Gas the Champagne Fuel"

## PITTSBURGH

Pittsburgh's three gas companies—Equitable, Manufacturers Light & Heat and Peoples Natural—joined to furnish gas appliances, including air conditioning, to 14 models in Parade of Homes





## CHICAGO

Two of fifteen gas kitchens and laundries—all kitchen cabinet manufacturer- or magazine-sponsored—that will appear in the gigantic National Association of Home Builders Show in Chicago next month



house for each month carries a full complement of gas appliances and "All-Year" air conditioning. Each house is given the full advertising treatment on a co-op basis, with builder sub-contractor and utilities sharing. This year's June, July, August and September entries sold in a hurry and were credited for the sale of many additional appliances and air conditioning systems.

## MIAMI

During National Home Week, the Miami chapter of the National Association of Home Builders staged a Home Show at Dinner Key Auditorium, a municipal auditorium with 90,000 square feet of space—one of the largest in the South. Only members of the NAHB and the three major utilities were asked to participate.

The Gas Institute of Greater Miami, made up of two gas utilities and thirteen LP-Gas companies, made a combined

effort that resulted in gas domination of the entire Home Show. Using a theme, "Gas the Champagne of Fuel," and subordinating the individual companies to enhance the fuel angle—gas dimmed the light of the Diamond Jubilee of the power company.

The gas exhibit was over 120 feet long, with space for 12 displays by individual companies, but centering upon a huge champagne glass which provided a focal point for all.

The 12-foot high glass was made out of gold material studded with tiny lights that simulated champagne bubbles. Underneath the glass, four live ranges were set up and each day one of the outstanding chefs of the area prepared a turkey, ham, and 25-pound beef roast.

The preparation of the food and the cooking always drew large crowds, but the largest crowds resulted from the raffling off of the turkeys, hams and beef. Spectators at the show registered in any of the twelve gas booths and were re-

quired to be present for the drawing . . . this insured the salesmen an opportunity for the sale of appliances.

A radio show, sponsored by the Gas Institute, was presented nightly from the stage of the Home Show, which was adjacent to the gas display. This show drew large crowds, too, and further served to send out a gas message.

Over 35,000 people visited the exhibit during the eight days it was presented. This was a ticket count and not an estimate.

## MILWAUKEE

By J. H. MIKULA

General Sales Manager  
Milwaukee Gas Light Company

The Duomatic combination automatic washer and dryer is a new development in complete automaticity. It gives the gas industry an opportunity to develop important additional base load in the home.

However, if gas is to assume its rightful place of leadership in this field, the industry must promote and sell, or this load may be lost to competition. Realizing the importance of getting this business and promoting it effectively, the Milwaukee Gas Light Company set up a five-month, complete promotional program using all media in cooperation with the local distributor.

From March 9, 1954 through July 29, 1954 a Bendix Duomatic promotion was conducted in cooperation with the local distributor. The following advertising was placed during the promotion:

Twenty-four 728-line ads appeared in the two daily newspapers; 18 one-minute announcements over the local television station, which also showed two one-minute promotion films furnished by Bendix on its "Newsreel" program; and 20 one-minute radio spots.

Also used were 17 standard 24-sheet billboards, 14 illuminated 24-sheet billboards, and eight ads of various sizes in weekly newspapers.

The over-all gross expenditure for this promotion was \$8,350. As a result we sold 40 of the combination units. A side-effect, however, was the stimulation of separate gas dryers sales, which had been lagging prior to the campaign.

The above refers to our own company sales. We estimate that dealer sales of the Duomatic matched our own figures,

(Continued on page 43)

# Pinpoint water heater safety

## a PAR activity

**F**actual information on the selection, installation and use of protective devices on storage type water heaters heated by commonly used sources of energy is contained in a recently published report by an Inter-Industry Coordinating Committee as A. G. A. Laboratories Research Report No. 1151B, "Essential Characteristics and Proper Installation Methods for Protective Devices for Domestic Storage-Type Water Heaters Regardless of the Energy Used for Heating".

Technical phases of the subject were developed by the Inter-Industry Coordinating Committee composed of representatives from 11 national organizations and agencies interested in providing authoritative information on the problems of protective device application to domestic water heaters.

The report summarizes research by the A. G. A. Laboratories under PAR Project DGR-5-WH sponsored by the A. G. A.'s PAR Committee on Domestic Gas Research as an inter-industry investigation.

The discussion is presented on the role of protective devices for modern automatically controlled storage type water heaters, the construction and operational characteristics of contemporary relief and energy shut-off devices and proper installation techniques. Properties of these devices are carefully examined to establish minimum performance characteristics to insure proper protection being given by the device. Possible effects of various environmental conditions upon operating characteristics are also considered.

As modern automatically controlled storage water heaters regardless of their source of energy are normally protected by their thermostats against overheating, the role of protective devices assumes importance primarily in the case of man-

ually operated water heaters or in instances of thermostatic control failure. However, there is the possibility with some water heater installations that the water supply connection may become closed, prohibiting stored water from expanding back to the supply main while the water is being heated.

Heated water may back up to an unprotected water meter and damage its disc or plug it with sludge in such a way that the meter itself acts as a check valve. Also the presence in the system of a shut-off valve, pressure reducing valve, water softener or a pump used to supply well water could all prohibit the ready flow of relief of hot water back to the source of water supply.

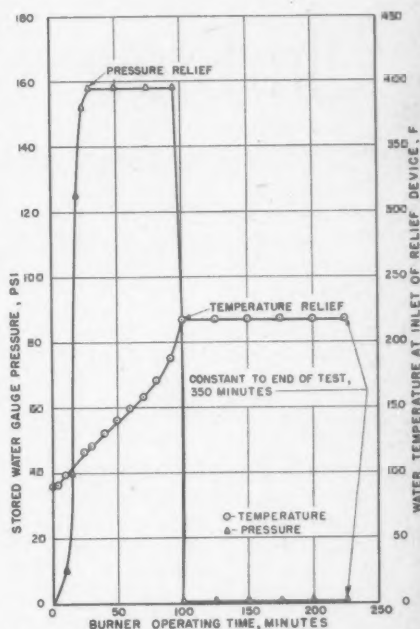
In a closed system, a buildup in pressure may occur with only a few degrees rise in temperature of the stored water. Figure 1 shows the increase in pressure that may occur in a system shut off from the water supply as by a check valve. The system, however, was protected by an expansion type pressure relief valve which had only a small relieving capacity. Pressure relief in this instance was quite adequate although it will be noted that the temperature of the stored water built up rapidly at the start of the heating cycle and continued to rise after the pressure relief valve opened and maintained constant pressure for more than one hour.

It is evident from Figure 1 that under closed system conditions pressure relief alone would not prevent stored water temperatures from exceeding 212 F if the water heater thermostat fails to function properly. Protection against the hazards of excessive stored water temperatures, however, may be provided by a properly designed and applied high limit energy cut-off device or a temperature responsive relief valve.

It is recommended that whenever local experience indicates the advisability of

using protective devices, both a temperature responsive protective device and a pressure relief valve, either in combination or as separate devices, be installed to provide maximum protection to the system.

From experimental evidence and theoretical considerations, it is known that



Under closed system conditions, pressure relief alone does not prevent stored water temperatures from exceeding 212 F if thermostat fails to function

the hottest water in an underfired storage type water heater is in the upper portion of the tank whenever the heater is in operation. Thus to be most effective, the thermal sensitive element of an immersion type temperature relief device must be installed directly in the tank proper

(Continued on page 47)





a PAR activity

# Old Stove Round-Up—1954

• A record number of gas companies participated in A. G. A.'s 1954 Old Stove Round-Up. The variety and novelty that can be achieved in a familiar format is exemplified by the promotions of the companies below—The Editors.

## PEORIA

Central Illinois Light Company kicked off a real Western-style Old Stove Round-Up this year with an atmosphere-setting Chuck Wagon dinner in Peoria. The 1954 Round-Up covered the company's divisions in Peoria, Springfield, Pekin, Farmington, Elmwood, and Washington.

Bulletins written in "Western" language went out to each division before the opening of the Round-Up explaining the campaign and describing two trophies that were being sent to each town: a "Top Cowhand" award to be held each week by the salesman who sells the most gas ranges, and a "Dry Water Hole" trophy to any salesman who made no gas range sales during the week. Each kept the award on his desk during the following week.

Offices were encouraged to keep a comparative chart on their salesmen's gas range sales on a bulletin board to spur them on to outdo one another. Special commissions for the salesmen were set up for the Round-Up.

A special award of a wooden skunk in a cage, bearing the sign "I'm a Rovin' Skunk from the Cilco Round-Up 1954," went each week to either the Peoria or Springfield office—to whichever had the lower proportion on its quota of gas range sales.

Cilco featured three gas range models during the Old Stove Round-Up, cutting \$13 off the regular factory list price for a special sale price, then making an extra large old stove allowance on these three special models. Other models were sold with a 10 percent trade-in allowance off the regular price.

The customer's old stove was allowed as down payment, so that no cash down payment would be required. This selling point was promoted in advertising and display material.

Weekly bulletins on the quota standings by towns and by salesmen were sent out from the head office by F. W. "Old

Wrangler" Poebel, merchandise sales director, to keep the sales staff on its toes.

Special newspaper ads backed up the Round-Up campaign in all six divisions. Some of the advertising used are elements provided in mat form by the A. G. A. Promotion Bureau. The company also used the 24-sheet billboard posters and car cards supplied through A. G. A., showing a peddler carting away an old stove on a pushcart. Radio commercials announced the Old Stove Round-Up over station WIRI.

Western-style window displays planned by E. Russell Smith, display manager, used cowboy hats, saddles, bridles and harness, and cowboy kerchiefs to create a Round-Up background for the gas ranges on display.

## NASHVILLE

Rodeos and round-ups used to belong to the wild and woolly West, but this is the case no more. Nashville Gas Company's account of its 1954 Old Stove Round-Up this year is proof that rodeos and such are fast becoming "Old Southern traditions."



During a meeting to work out plans for this year's Round-Up, one idea led to another, and utility officials soon found themselves in the midst of planning a big-time rodeo. They made a contract with the Burr Andrews Ranch of Clarkville, Texas, a leading rodeo stock show, worked out a deal with the local leading television personality to be the rodeo's producer, and made an agreement with the ladies of Nashville's Fannie Battle Day Home, one of the city's principal charities. Tex Ritter was signed for a personal appearance, and the show was on the road.

Nashville Gas Company set up a budget of \$30,000 to cover all expenses, worked up a plan of co-sponsorship with the Gas Equipment Associates, a group composed of manufacturers, distributors and dealers organized for this particular job. A 40 by 200-foot circus tent was installed adjacent the Coliseum in which the rodeo was held.

The tent was divided into about 30 booths. Each booth holder was charged \$100 for the space and decorations including a large identification sign on the booth, a 30-foot banner inside the Coli-

seum, plus commercials by the rodeo announcer. Each booth holder agreed to participate in the underwriting of the budget with a maximum liability of \$500.

The exhibition tent was opened to the public several hours ahead of show time. The utility provided entertainment consisting of cowboy musicals and clowns, and a number of booth holders offered special inducements such as wheels of chance, games of skill and other media for prize winning.

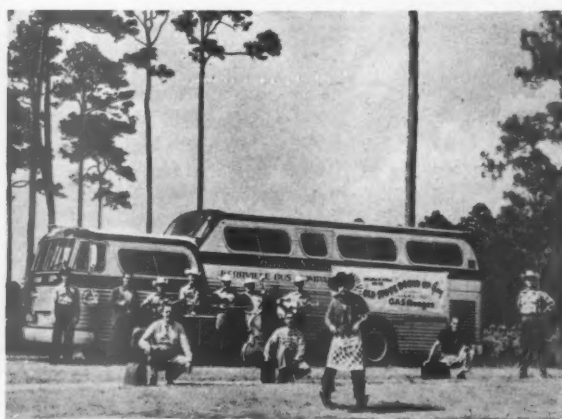
Local newspapers, radio and television stations gave the Nashville rodeo lots of coverage. The ladies of the Fannie Battle Day Home sold the tickets—which were priced at \$3.85 for box seats, \$2.75 for reserved seats, \$2.20 for adult general admission and \$1.10 for children general admission. In spite of unfavorable weather, 11,068 persons paid to attend the five performances. Total revenue from all sources amounted to \$32,500, and the profit of \$2,500 was turned over to the ladies' home.

The rodeo is something new to Nashville, thus the specialty acts, trick roping, Roman riding and competitive acts com-

manded great interest. A highlight of the evening was a gas company commercial consisting of an over-stuffed clown, depicting a western housewife riding on a tractor-towed sled, attempting to cook on a very ancient coal oil stove. She was overtaken by a cowboy salesman, who convinced her that she should have a modern gas range. At that precise moment, a gas company truck appeared with the new gas range, and in a twinkling, salesman and housewife switched from sled to truck and dashed off the scene.

Just to make doubly sure that everyone *really* knew there was a rodeo going on, a big parade was staged at noon on the opening day. Utility officials, cowboys, cowgirls, a beautiful rodeo queen, a military color guard, a high-stepping high school band, Ruffin Ready, the show's producer, Mrs. Burr Andrews, the town's Mayor Ben West and Tex Ritter marched or rode horseback. Little four-year-old Sally Andrews, daughter of the rodeo owner, riding her Texas pony stole the hearts of Tennesseans.

The gas company sponsored a float on which two young ladies in cowgirl



## HOUSTON

United Gas' traveling sales troupe was headed by Chuckwagon Charlie, who led 14-man group throughout Houston area. At far left Charlie visits a dealer

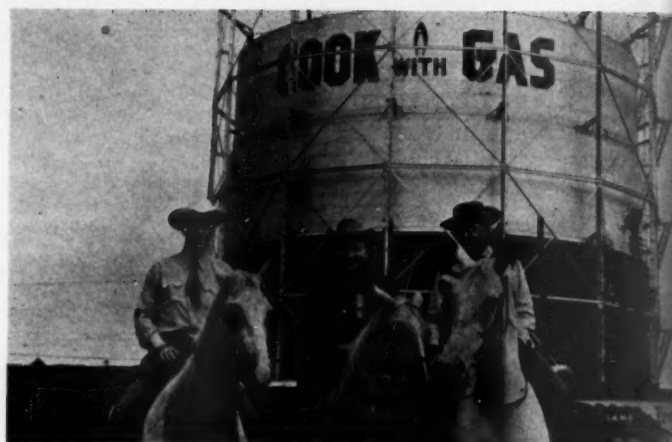
## PEORIA

gamb and sales contests kept up at high pitch among sales at Central Illinois Light. Two salesmen show off their wares



## NASHVILLE

Terry Hart, Nashville Gas sales manager, and W. H. Ligon, president, flank Tex Ritter at start of pre-rodeo parade. (Center) Mayor signs proclamation for Rodeo Week. At right cowgirls rope old range



costume posed lassoing an old stove.

A publicity vehicle for the Old Stove Round-Up, a good-will project, a tremendous success . . . the rodeo was all of these things. Perhaps most important, the whole venture blared the word "gas" in Nashville, an area where in the past gas has had some tough sledding.

## MIAMI BEACH

The annual Old Stove Round-Up has been with the industry and with Peoples Water and Gas Company for a long time and it was because of this time factor that Peoples wanted something new and different to kick off the 1954 fall promotion. What was done was new, so far as Peoples was concerned and, above all, it was highly successful.

The stage for the kick-off was the modernized oil-gas plant, which has been extensively landscaped in harmony with the semi-tropical surroundings. A corral was built surrounding a large section of lawn, and an appliance truck was employed as a stage. This truck has a lift-gate and is attractively decorated with changeable gas messages.

The tail gate of the truck served as the speaker's platform. As each new range was presented, it was brought out from within the truck and then returned to make way for each successive display.

Since Peoples covers the coastal area of Southeast Florida, it was necessary to allow travel time to enable all employees to arrive at the plant for the program. Charles W. Davis, plant superintendent, introduced the show with the explanation that it was the purpose of the show to demonstrate that manufac-

turing of gas and the sale of appliances were complementary.

Sales manager Jerry Happ and his crew did a fast selling presentation, and then the employees were led out on conducted tours of the plant, meter shop, pumping stations and construction yard. An outdoor buffet was served to all the guests and attendees to the show. The enthusiasm generated among the employees by the plant setting has been reflected in the sales of appliances and general spirit throughout the system.

## MILWAUKEE

Milwaukee Gas Light Company's Old Range Round-Up got off to a good start with an eight-page tabloid section of the *Milwaukee Journal*, on October 11. Dealers and the utility cooperated.

In the tabloid section, the first page of which was a two color (black and red) editorialized ad, appliance dealers predicted a terrific sales period. G. A. Trester, advertising and sales promotion manager of the utility, set a goal to exceed last year's total sales of gas ranges. An estimated 1,200 gas ranges were sold during the six weeks' period of the 1953 Round-Up.

According to all available statistics, there are 25,000 gas ranges over 16 years old in the Milwaukee area. This replacement market is the target of the Old Range Round-Up contest, which ran from October 4 to November 13. There are \$4,500 in awards for the 57 oldest gas ranges in the best relative condition traded in during the Round-Up.

The contestants entering the seven oldest gas ranges in the best relative

condition received the new gas range purchased as an award; the next 10 received \$100 each; the next 15 received \$50 each, and the next 25 received \$25.

These awards may be won by the customer if he purchases a new gas range from the Milwaukee Gas Light Company or one of its cooperating dealers and trades in the old gas range which is in use at the time of the purchase.

Milwaukee Gas Light Company paid 25 percent of all dealer advertising during the period of the campaign. The utility uses radio, newspaper, billboards and television to tell the Old Range Round-Up story. The utility's television program includes commercial time on three stations.

The utility had an opening breakfast for its salesmen October 4 at the Hotel Pfister. William Bambrich of the Caloric Stove Corporation was the speaker. On November 17, Milwaukee Gas Light Company will hold an award dinner for the dealers and dealers' salesmen who participate in the Round-Up.

## HOUSTON

Chuckwagon Charlie, United Gas Corporation's Western cowboy with the battered 10-gallon hat and handle-bar mustache, led a busy life this fall. One of a 14-man touring sales caravan which traveled from one end of the Houston-based utility's territory to the other, Charlie played the leading role in a 30-minute "dramma" which caught the imagination of consumers and appliance dealers, helped get new, modern, automatic gas ranges into thousands of Southern homes.

Charlie was the star performer in



## MILWAUKEE

(Left) Milwaukee Gas Light adapts A. G. A. billboard to floor display. Salesmen watch as their merchandise manager lassos prize

United's Operation Stimulant, promotional hypodermic for 1,800 appliance dealers in the company's territory. Dealers also were needled with prize giveaways, a special financing plan for small stores, selling and display hints and a blizzard of advertising. What's more, United Gas pushed an intensified dealer relations program—personal contact work by utility sales people.

Operation Stimulant, aimed at halting inroads made by electric ranges in recent years, at the expense of the gas-fueled kitchen appliances, was timed to kick off the 1954 Old Stove Round-Up from September 15 to October 31. For Operation Stimulant, United plunked down \$100,000, or about four times more than it's ever spent before on the Round-Up.

The United Gas sales caravan was a device to get pre-roundup activities off to a fast start. Teaming up with the caravan crew were United Gas sales people along the line. On a rugged time

schedule, the caravan bus usually pulled into one of United's key distributing cities the morning before a scheduled night sales meeting.

At each city they touched base with local United Gas people who had previously made arrangements for the meeting. Usually the company people had lined up pre-meeting appearances for Chuckwagon Charlie—in real life, Bob Given, an old-time stage actor from Houston—and Biff Collie's musicians. The appearances included local radio and TV guest shows, March of Dimes or other charitable benefits, and newspaper picture-taking sessions in the showrooms of local dealers.

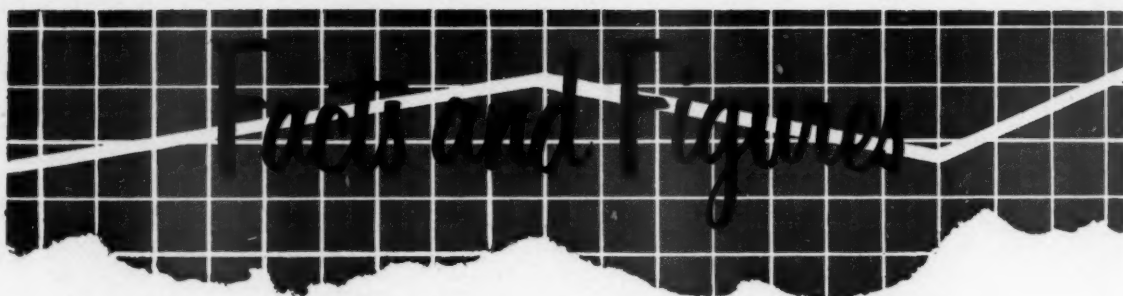
Representatives of Bozell and Jacobs, Inc., advertising firm for the utility also got in touch with newspaper, radio and TV editors, prodding them into pre-roundup publicity. Advance press releases and the services of a professional photographer were made available.

The sales meeting got underway with a dinner for the appliance dealers and music by the Western band. After dinner came the playlet starring Chuckwagon Charlie. The program was topped off by a half-hour sales talk by the United Gas division manager, explaining the accelerated program for this year's roundup. Dealers throughout United's territory responded well to this shot in the arm.

"Dealers in our area showed a lot of real enthusiasm for the first time," was the report of Alex T. Johnson, Jr., division sales manager of Jackson, Miss., following a sales meeting at Biloxi, Miss. A. W. "Sparky" Pratt, division sales manager at New Iberia, La., also noted enlivened dealer interest. James A. Wilson of Houston, vice-president and operating manager of the Texas distribution division, referred to a "splendid response" by dealers in the Lone Star

(Continued on page 22)





Prepared by A. G. A. Bureau of Statistics

Shipments of 217,100 gas ranges during the month of October represented the greatest number to be shipped since April of 1953 when shipments were 220,300 units. The October shipments represent an increase of 6.5 percent over the 203,900 units shipped in the same month a year ago.

Shipments of 210,800 automatic gas water heaters during October were 8.5 percent higher than shipments made during the same month a year ago. The 210,800 units represent the most shipped in any month since March 1951 when 223,300 units were shipped. There were 117,700 gas fired central heating units shipped during October, up 24.2 percent over the 94,800 units shipped a year ago. All three types of gas-fired central heating equipment indicated increases over last year.

New housing starts during October totaled 106,000 units and were 17.6 percent higher than a year ago. Recent housing estimates by the Commerce and Labor Departments indicate a total of 1,300,000 starts for 1955, higher even than the 1,180,000 now figured for this year. All this should brighten immeasurably the business prospects for manufacturers of all types of gas appliances in the coming year.

Appliance data relate to manufacturers' shipments of the entire industry compiled by the Gas Appliance Manufacturers' Association. Industry-wide electric appliance statistics are based on data compiled by the National Electric Manufacturers' Association and are reprinted by GAMA in their releases.

Gas utility and pipeline sales to ultimate consumers during September totaled 3,886 million therms, up 5.4 percent over sales of 3,686 million therms in the same month a year ago. The increases in utility and pipeline sales are attributable primarily to increased sales to industrial users, who consumed 8.6 percent more gas this September than a

#### SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES DURING OCTOBER 1954

(WITH PERCENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR.)

	OCTOBER		SEPTEMBER	
	Units	Percent Changes	Units	Percent Changes
<b>RANGES</b>				
Gas	217,100	+ 6.5	213,300	+ 1.8
Electric	n.a.	n.a.	113,900	+18.0
<b>WATER HEATERS</b>				
Gas	210,800	+ 8.5	205,500	+14.8
Electric	n.a.	n.a.	80,400	+14.5
<b>GAS HEATING</b>				
Furnaces	77,300	+32.6	75,200	+26.0
Boilers	10,300	+ 2.0	10,900	+ 5.8
Conversion Burners	30,100	+14.0	35,900	+15.4

#### GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING SEPTEMBER

(MILLIONS OF THERMS)

SEPTEMBER	1954	1953	Percent Change
All types of gas	3,886.2	3,686.3	+5.4
Natural gas	3,705.0	3,509.1	+5.6
Other gases	181.2	177.2	+2.3
Twelve Months Ending September 30			
All types of gas	59,466.1	55,977.9	+6.2
Natural gas	56,242.0	52,742.5	+6.6
Other gases	3,224.0	3,235.4	-0.3
Index of Total Gas Utility Sales (1947-1949 = 100)	171.7		

#### PERTINENT BUSINESS INDICATORS, OCTOBER

(WITH PERCENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR.)

	October			September		
	1954	1953	Percent Change	1954	1953	Percent Change
Industrial activity (1947-1949 = 100)	125	132	- 5.3	124	135	- 8.1
Consumer prices (1947-1949 = 100)	n.a.	n.a.	n.a.	114.7	115.2	- 0.4
Housing starts, Non-farm (thousands)	106.0	90.1	+17.6	114.0	95.1	+19.9
New private construction expenditures (\$million)	2,396p	2,077	+15.4	2,437r	2,200	+10.8
Construction costs (1947-1949 = 100)	142.0	135.1	+ 5.1	141.7	135.0	+ 4.9

n.a. Not available.

r Revised.

p Preliminary.

year ago. The Federal Reserve Board index of industrial production during October was 125 (1947-1949 = 100). This was 5.3 percent lower than a year ago, but represented a gain of 0.8 percent over September 1954. The Association's September index of total gas util-

ity sales is 171.7 (1947-1949 = 100). For the twelve months ending September 30, 1954 utility and pipeline sales of gas to ultimate consumers aggregated 59.5 billion therms, up 6.2 percent over the 56.0 billion therms in the comparable cumulative period a year ago.



*In safety, it is the foreman who is  
"in the middle". He must get the work done—and done safely!*

## Safety training for foremen

By EARL E. TAYLOR

Safety Engineer  
Southern California Gas Company  
Los Angeles, California

Responsibility for accident prevention in industry can be divided at least three ways. Management is responsible under the law, in California, for providing a safe working environment, safe tools, safe equipment, and safe work practices. Representatives of management, supervisors and those more generally referred to as foremen, are responsible for effectuating management's program and also are responsible as the authorized agents of management for carrying out certain of the Safety Orders of the State.

The third responsible party in this picture is the workman himself. Workers are required by law in California to comply with certain of the State safety orders and to comply with any reasonable rules or work practices established for their safety.

In the vernacular, it is the foreman who is "in the middle". It is the foreman who directs that work be performed in a given manner. It is he who directs the use of certain tools and equipment. It is the foreman who is responsible for turning out a given quantity of work, a given quality of work, and also in a manner to avoid injury or damage to machines, plant, material, and the people under him.

Companies with successful production records and enviable safety records have succeeded in getting their foremen to accept this idea of combined production and safety responsibility. A fundamental

truism of accident prevention is: "Safety and production *must* go hand in hand; you cannot separate one from the other if you expect to maintain a good production record or a good safety record".

Getting foremen to accept their proper responsibilities in accident prevention calls for a well-rounded program of assistance and training. Our foreman training program begins when a man is first raised to the status of a supervisor or foreman. At that time he is given basic instruction in employee relations policies.

He is instructed in the basic functions of the personnel department. We see to it that he spends a full day learning how people are hired; learning how various job standards are set up; learning how files are kept; how personnel reports are used; how job bidding procedures are handled.

A very important part of his orientation is the instruction he receives in company safety policies and in the part he is expected to take in effectuating our safety program. Our procedures for care of the injured employee are explained and our accident investigation and reporting procedures are carefully described.

In the orientation meeting, a printed outline of the company's safety program is given to each new foreman. This outline covers the principal responsibilities of management, the responsibilities of the individual employee, and the responsibilities of the supervisor himself. As a representative of management, the foreman must carry out management's responsibilities incident to safe working conditions; providing safe tools, equipment, and special protective devices where needed; enforcing compliance with safety requirements if necessary.

We explain the place of the Industrial Accident Commission and the Division of Industrial Safety in the accident prevention program. We point out the manner in which the regulations of local police departments and of the State Motor Vehicle Department are considered an integral part of our program with respect to safe motor vehicle operation.

Our company is permissibly self-insured under California law, and the safety department is charged with the administration of our compensation insurance obligations. In carrying out this part of our work, repeated opportunities are provided for the instruction and training of foremen in this connection.

Several other functions of the safety staff provide excellent foreman training opportunities as: (a) The development of safe work standards and practices. (b) The maintenance of an adequate first aid program and medical staff. (c) The selection of and instruction in the use of personal protective devices. (d) The selection of and instruction in the use of fire control facilities. (e) The development of material for the foreman's use in conducting safety meetings for workmen.

In our company, it is the duty of the foreman to conduct accident investigations and to make out reports with respect thereto; however, he may call on the safety staff for assistance or instruction whenever needed. We instruct him in procedures for handling industrial injuries from ordinary first-aid scratches to the most serious ambulance and hospital cases.

Another phase of foreman training which we feel is highly important is a series of classes held for foremen on vari-

ous aspects of "human relations". We believe that safety, to a great extent, is a state of mind or attitude and this state of mind is subject to development and improvement through the proper kind of contacts. The more the foreman understands how to deal with and understand people, the more able he will be to carry out an effective safety program.

All of our regular work procedures are covered by Standard Work Practices, where safety on the job is incorporated in the work practice itself. The complete "Standard Work Practices for Distribution" is a looseleaf book, 8½ inches by 11 inches and approximately two inches thick. Every different operation is broken down in detail. Different kinds of pressure-control equipment are described, illustrated, and their use and maintenance covered step by step.

Foremen are kept up to date in these matters by attending regular monthly meetings where our departmental staff men discuss questions and problems many of which are called to attention by the foremen themselves.

The selection and placement of personal protective devices is a function of our safety staff, working in collaboration with operating people. Our first objec-

tive is to attain mutual understanding with the foremen as to what situations call for certain types of protective equipment. When agreement is reached, the foreman will more readily make sure that the required equipment is on the job and is being worn. In a sense, this is another form of instruction and training aimed toward incorporating the proper use of such equipment into job practices.

Perhaps one of the most difficult jobs for many foremen is that of conducting safety meetings. In our company we believe the foreman should conduct his own safety meetings, which by the way, we choose to call "Accident Control Meetings", but we recognize the fact that help must be provided if we expect a good job month after month. We have developed all sorts of instructions on how to conduct safety meetings, but after years of experience we have come to the belief that monthly help for the foreman does more for him and for the men than anything else we have tried. Prior to the first of each month the safety staff distributes a so-called "Accident Control Package" which contains enough material whereby a foreman can conduct a half hour safety meeting without much, if any, other preparation.

The subject matter of the package is varied considerably to meet the needs of various departments. In general, any of the material which does not fit a certain department's operations exactly can be interpreted or used by reference in conducting most any meeting. It is our stated policy that this material need *not* be used if the foreman wishes to discuss some other subject of specific interest to his group.

On occasion, however, we will indicate that a certain subject in the package should be covered in all meetings, to insure company-wide employee understanding thereof. In my opinion, this practice constitutes a type of continuous foreman training. We feel that our "Accident Control Package" material not only is an aid to foremen but it also promotes uniform acceptance by all employees of our various safety instructions.

Foremen as a rule, need and appreciate help in detecting hazardous conditions or unsafe work practices. Generally they are so close to the work day after day that they often fail to see an obvious hazard. In our company we carry on what might be considered as continuous foreman training in this regard by way of field visits by our safety inspectors.

It is the duty of our safety inspectors to call on all foremen of their respective territories regularly, not just to "chew-the-fat", but to visit jobs where work is actually in progress for the purpose of noting and calling to attention unsafe tools or unsafe work practices. Most foremen accept these visits and suggestions in the proper spirit because it is they and *not* the safety staff who order any necessary corrections. Our safety staff functions essentially as a staff group or service group.

Accident reports would be unnecessary, of course, if all accidents could be eliminated. However, we make use of accident situations to train foremen further in accident prevention. The front side of our report form is used to accumulate facts and data required by the State and otherwise necessary to an understanding of the situation. The back side of our accident report is used to determine the "basic cause" and to recommend steps to prevent a recurrence. The first line foreman and the second line supervisor each take part in this phase of the accident investigation and report.

To select properly a *basic cause*, re-  
(Continued on page 46)

## Gas industry wins award for "pioneering"



During nationwide color telecast, F. Marion Banks, president of American Gas Association and of Southern California Gas Co., accepts award for gas industry's contribution to American progress from Frank Folsom, president of Radio Corporation of America. Early appliances are in background

**D**URING a spectacular nationwide color telecast recently, the gas industry was accorded a singular honor. On November 15, F. Marion Banks, president of American Gas Association and of the Southern California Gas Co., Los Angeles, accepted an award to A. G. A. on behalf of the gas industry for its pioneering contribution to the improvement of our American way of life.

Frank Folsom, president of the Radio Corporation of America presented the honor. The event marked the first time a gas appliance—an RCA Estate gas range—was featured in a national network color telecast.

The presentation was made "between-acts" during a performance of "State of the Union". RCA and Ford Motor Company sponsored the hour and a half presentation.

Year around vacations are theme of resort area billboards, where peak use is during summer. Note how individual manufacturers tie-in



## Cape May's four-step "action" plan

By HERBERT C. MENDELL  
*American Gas Association*

What can a gas company do when it finds one of its divisions pretty near rock-bottom in its sales, with competitive fuels preempting the markets for gas appliances?

This was the situation faced by one of the companies now active in the Action Demonstration Program. It found that the program necessary to counteract such conditions was implicit in the 15 points of the Gas Industry Development Program.

This was the big story that emerged from the latest meeting of the Action Demonstration Cities' representatives which took place at Ocean City, N. J., immediately after the Atlantic City Convention. The host company, New Jersey Natural Gas Co., gave a full presentation of how it is attempting to change the trends to those favoring gas. Other Action City representatives also reported some highly successful results with many of the proved ideas and methods being put into use throughout the entire systems of their companies.

When New Jersey Natural Gas began operating in Cape May County in 1952 they found their equipment and facilities badly in need of attention; public and employee relations and attitudes of consumers needing even more attention than the equipment. The electric competition was strong, aggressive and modern. As far as the company management was concerned, it was like starting anew with a new product and new company.

When they heard about ADP in late 1953, they immediately volunteered to make their southern division (Cape May County) a "test area". ADP has proved to be the catalyst that has sparked an entirely new attitude towards gas in Cape May County. In the words of New Jersey Natural's president, Dale B. Otto, "the Action Demonstration Program is no longer just a test program, but a way of life".

The gas company immediately took four basic steps as an actual necessity:

1. Instituted a free service policy for customers and publicized it.
2. Called an employee meeting and explained the area's inclusion in the Action Program and the vital interest of the

top management in its southern division. Employees have been kept informed of all plans and consulted periodically.

3. Commenced a program of replacing old equipment.

4. Hired a professional marketing organization to institute a market survey to measure the extent of gas used in the area, the gas appliance saturations and possible sales potentials. This enabled the company to determine the public reaction to the gas company, and what amount of work had to be done to go ahead with any type of demonstration.

Cape May County has a permanent population of approximately 40,000 residents or about 13,600 families. Near 8,000 of these families make use of gas in one form or another (1,700 use bottled gas). Thus only 58 percent of all families are gas consumers.

The territory is a vacation land for the densely populated areas of metropolitan New York, Philadelphia and Washington. The permanent population depends for its income primarily upon the expenditures of more than 100,000 families who vacation there each year. The average income per permanent family is



estimated at \$4,300.

Because of the seasonal fluctuation of population gas customers reach an August high of 21,500 and drop down to a midwinter low of approximately 11,000. Of these 11,000 customers, 6,300 are regular customers and 4,700 are city dwellers who keep their homes open during the winter, for use during week-ends and holidays.

In the case of appliance saturations among permanent residents, the following factors were developed:

1. 51 percent use a gas range, compared to 44 percent who use electric.
2. 24 percent use a gas water heater compared to 32 percent who use electric.
3. 14 percent use gas for house heating purposes, compared to 75 percent who use oil.
4. Four percent of the homes in the

area use a gas refrigerator.

5. Other gas appliances are relatively negligible in number.

The emphatic consumer demand for electrical appliances which has developed in the last five or six years has become a serious threat to the gas appliance market of Cape May County. In fact, it is evident from the market survey that it cannot be affected by anything short of the keenest gas competition. In answer to this situation the gas company is conducting a program of demonstration which is calculated not only to enhance public relations and sell more gas and gas appliances, but also to install in the minds of the public of Cape May County that gas is a modern fuel and that natural gas is definitely nature's gift to modern living.

The Action Program in Cape May County is under the supervision of Dan

Williams, sales vice-president, and Bill Miners, sales manager. Bill Wallis, southern division manager, is the on-the-spot coordinator.

One of their first steps was to notify the entire gas industry in Cape May County and ask all to join in making the demonstration the basis for a continuing successful gas business. A meeting was held with the manufacturers and distributors who sold gas appliances of any type in Cape May County. The results of the market survey were reported and the cooperation of all present was solicited.

After this meeting, two separate dealer meetings were held, mainly to indicate to them what the industry was ready to do in developing greater gas appliance sales.

After the first company employee meeting, management analyzed its present personnel set-up in Cape May County to determine what things might be done to give better coverage without going into a costly expansion program. It was felt that two residential salesmen for the number of customers in the area was adequate. However, it was decided that a stronger program of sales training and product knowledge was necessary for both of these men. This training program is now being applied and is considered a continuous effort.

More complete coverage of the territory was desired, however, without adding extra sales personnel. To accomplish this, a telephone solicitation program was put into operation. Three women employees were given a script and told to telephone a fixed number of customers daily. The results in three months of this system has been gratifying to the company—a total of 61 sales prospects were obtained in July, August and September.

Before the inception of ADP, New Jersey Natural had only one dealer representative covering the entire system. Another man was hired to contact dealers regularly in Cape May County alone. This man also has been assigned to conduct a builder-contractor contact program, as well as handling the limited commercial and industrial activities.

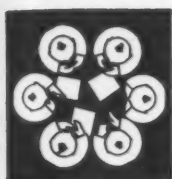
The home service activity of the area had been almost negligible and the gas company hired a full-time home service advisor to cover Cape May County. She is responsible for a program of home service calls, demonstrations and recipe planning, and her services are also available to dealers.

(Continued on page 22)



Novel cartoon ads were one result when New Jersey Natural told its agency to "shoot the works" in search of new advertising approaches. Other striking ads included a "high style" series more reminiscent of fashion than gas appliances. Ad experimentation will continue





# Industrial relations round-table

Prepared by  
**A. G. A. Personnel Committee**

Edited by **W. T. Simmons**

Assistant to the Personnel Manager  
Philadelphia Electric Company

● **BLS will resume publication of earnings data on individual basis**—In January, 1954 the Bureau of Labor Statistics discontinued publishing earnings data for the gas and electric industries on an individual basis and began instead to issue a combined figure. Inasmuch as the national average earnings of production workers in the gas and electric industries varies as high as 12¢ per hour if calculated separately, such a combined figure would obviously produce a statistically unsound picture.

For this reason, the Personnel Committee of the American Gas Association presented this problem to the Washington BLS office and have obtained their agreement that, effective January 1955, they will again begin publishing these data on an individual basis for the gas industry, the electric industry and combination companies. Because of tabulation difficulties, these data will not be available until about May 1955.

Because of possible collective bargaining difficulties which may arise in the interim, the Personnel Committee has assurance from the Bureau that individual series may be obtained by writing the Washington BLS office with the understanding that such data must be furnished both to the company and union involved.

● **Potential unfair labor practice**—Pictures of local or national strike situations often appear in the newspapers and newsreels, but these pictures are taken by professional newsgatherers, hobbyists, and disinterested bystanders. However, when an employer takes pictures of pickets outside his plant, he may find himself before the NLRB on unfair practice charges. It happened recently (Hudson Hosiery Company).

● **News of coming retirements**—Here's another idea that goes far in keeping the personal touch—yet doesn't cost much. For announcing employee retirements, Rollway Bearing Co., Syracuse, finds the plant bulletin board a good substitute for an employee magazine. Aim is to distribute in advance more information about the employee.

Each month Rollway features on its bulletin boards a picture and biography of an employee scheduled soon to retire. This makes sure that, when the day comes for a worker to retire, everyone at the plant will know of it—and can express their good wishes accordingly.

● **Guaranteed annual wage creates problems for State unemployment insurance programs**—A brief but significant contribution to the current literature about the efforts of

labor unions in the direction of a guaranteed annual wage has recently been issued by the New Jersey Chamber of Commerce. It consists of a 5-page memorandum analyzing the dangers in "UC-GAW," by which is meant the integration of state unemployment compensation systems with private wage guarantee plans. The memorandum discusses these dangers under the following headings:

1. An undermining of eligibility and disqualification provisions in State unemployment compensation laws.

2. Unjustifiable increases in unemployment benefits in both amount and duration.

3. Elimination of "experience rating" of employer unemployment compensation tax rates.

4. "Federalization" of state systems of unemployment insurance.

Requests should be sent to the N. J. State Chamber of Commerce, 54 Park Place, Newark 2, New Jersey.

● **NLRB Rulings—NLRB rules stock purchase plan a bargainable matter**—Of wide significance to companies wishing to offer employment inducements that go beyond basic wages and the usual fringe benefits, a majority ruling of the National Labor Relations Board holds that an employer is duty-bound to bargain on a stock purchase plan for employees to which he contributes.

In making the ruling, the Board majority says that "it is now well established that the term 'wages' comprehends all emoluments of value which may accrue to employees because of their employment relationship." To the Board majority, the duty of an employer to bargain on a stock purchase plan is no more an infringement of management rights than is the responsibility to negotiate on such matters as retirement and pension plans, health and insurance benefits, merit wage increases, and profit sharing plans, in light of NLRB and court decisions on the subject.

The ruling is made on the issue raised when Richfield Oil Co., Los Angeles, refused to bargain with CIO's Oil Workers on the stock purchase plan the concern adopted April 21, 1953. Chairman Farmer and Members Peterson and Rodgers make up the Board majority. Member Beeson dissents; Member Murdock did not participate.

**Unilateral fixing of merit standards**—A company that set up performance standards to be applied to salary increases on a merit basis did not breach the Taft Act when it failed to consult with the contracting union even though the current agreement contained a merit increase provision to which performance standards has not been added.

General Counsel Bott of the NLRB makes this ruling in an administrative decision, thus backing up a regional director who refused

to issue a complaint on the union's charge that the company's unilateral action was a violation of Sections 8(a)(1) and (5) of the Act.

Bott decides that: "In view of the fact that the contract listed the factors to be considered in granting merit increases but failed to set up standards of performance in relation to these same factors, it was concluded that it was a reasonable interpretation of the contract that there should be standards of performance for use with the factors listed in the contract."

Bott says that when the company issued its instructions to supervisors on administration of the contract under the performance standards, the most it could be accused of was breach of contract but that this would not constitute a refusal to bargain with the union.

**Union off base in demand after contract**—When a union accepts an employer's offer of a wage increase in lieu of existing insurance and pension benefits, NLRB General Counsel Bott says it does not have a valid complaint when the latter expands insurance coverage for all employees except those in this union.

Bott also says there was no violation of the Taft Act in the company's refusal to discuss the insurance plan during the term of the contract. At the same time, he says there is no discrimination in the fact that the company did not have identical welfare agreements with each union at the plant, or that it bargained differently with various unions on the subject.

**Coercion vs. free speech**—NLRB has ruled that if an employer, under the guise of the "free speech rule," advises his employees that he is surprised or disgusted or hurt by employee dissatisfaction (when the only manifestation of dissatisfaction appears to be the union activities of employees); or, if he deplores the manner in which the union is being formed and compliments those who abstain from joining; or, if he talks about the precarious tenure of jobs and suggests that declining economic conditions make replacements for present employees readily available; or, if he asserts that he is either going to run an open shop or close his business and that he will not tolerate outside interference; or, if he indicates that, inasmuch as he places high value on loyalty, those who cannot be loyal to him should not report for work, he violates the law and cannot find protection under the free speech provisions of the Constitution. (See NLRB vs. Richards & Associates; Case No. 10-CA-1806; October 5, 1954.)

● **Arbitration decisions—Physical deficiency vs. safety**—A Board of Arbitrators has ruled that when an employer is regularly engaged in an extremely hazardous operation, to discharge an employee, whose defective eyesight cannot be restored, is for just cause, in that it serves to protect both the employee concerned and his fellow employees from possible in-

(Continued on page 48)

# Daily Sifting Herald

La. Gas Pipe Line  
To Furnish Water To  
City In Distress

Nashville, Sept. 3, (U.P.)—This city  
appeals for help in solving an acute  
water shortage has been answered  
by a neighboring city and a friend  
of the city.  
Mayor Henry Dilds appealed  
to the Arkansas officials who

# THE NASHVILLE NEWS

## Pipe, Pumps Sought for Emergency Shreveport Okays Little Missouri

# Arkansas Gazette

Co-operative Effort to Alleviate Nashville's Water Shortage

Low water supply was still minimal  
today, but two sources of relief were  
seen. Meanwhile, city consumption held  
at 100 million gallons per day figure, despite the fact  
that drinking water and despite

## 'Open' Nashville' Puts Through Gas Line to Filter Plant to Council

# EL DORADO DAILY NEWS

### Gas Company Comes To Nashville's Aid On Water

SHREVEPORT, La., Sept. 3  
(U.P.)—Nashville, Arkansas to-  
day accepted an offer of aid from  
the Arkansas Louisiana Gas Co. of  
Shreveport to relieve the water  
shortage and the gas company  
shipped a water pump to the city.  
The 200,000 gallon per day pump  
will be used to pump water from  
the Little Missouri River to the  
city's reservoir through a 4-inch  
natural gas pipe leased by the gas  
company.

Water began pouring into  
the city Saturday night, could  
be used for drinking water.



## Working On Water Plans

The work of trying to improve the  
water situation in Nashville is still  
in progress, however, up to this  
writing nothing definite has been  
done.

SHORT SHORT BREAK  
SAYS SAID TO BE FAST SAVING.

NEW COFFEE PICKED  
THE LAST DROP.

Newspaper headlines tell the tale: a small town faced with drouth is saved when a neighboring city's new natural gas line is converted to carry water during the emergency

# Gas pipeline saves thirsty town



Drouth threatens Nashville (right) until neighboring town's new natural gas line is offered to transport water to area. Arkansas Louisiana Gas Co. officials load pump (center) which will force water from river to Nashville filter plant. ALG Local Manager B. L. Clearley views results of labor as water rushes in, saving city

When a drouth stricken southwestern Arkansas town of 3,700 persons ran out of water in late September and early October, a 14-mile long four-inch natural gas line of Arkansas Louisiana Gas Company was converted to a water supply line.

This unusual use of a gas pipeline was made possible through a fortuitous set of circumstances which made the water conversion operation much simpler than it actually would appear.

Nashville, Ark., the town whose municipal reservoir was practically dry after more than 100 days of record heat, had been served by Arkansas Louisiana gas for nearly a quarter century.

Fourteen miles north of Nashville is Murfreesboro, another town about the same size. Murfreesboro was scheduled to get natural gas through a new line

extending from Nashville and due for completion in September.

When Nashville ran out of water, its citizens noted that the new pipeline to the north crossed the Little Missouri river, which still flowed much more than the 450,000 gallons daily needed by Nashville.

Could Nashville borrow Murfreesboro's gas line and pump water into its treating plant from the Little Missouri river?

The question was put to Arkansas Louisiana Gas officials. They said "Yes." Mayor John Beavers, speaking for Murfreesboro citizens, agreed to forego natural gas service during the emergency.

From Shreveport, La., the gas company rushed a 125 h.p. butane pump. From another site the company rushed 1,700 feet of pipe which was quickly

laid from the gas pipeline to the Nashville treating plant.

Within 72 hours after the idea was first explored, the gas pipeline was carrying water from the Little Missouri to Nashville. Water continued to flow through the line for nearly two weeks—until a seven-inch rainfall helped fill the Nashville reservoir.

Because no service taps of any kind had been connected to the new 14-mile gas main, it was a comparatively simple matter for the gas company to clean out the pipeline and restore it to condition to serve Murfreesboro.

The editor of Nashville *News* wrote: "No greater love hath any man than that he lay down his line for his neighbor. And Arkansas Louisiana Gas Company and Murfreesboro laid down that gas line for a neighbor's water supply."



## Old stove

(Continued from page 13)

State. Why the surge of dealer interest?

United officials contend they offered the dealer a lot more assistance and gave him better sales tools to work with this year. One enthusiasm-builder was an incentive plan for dealers and salesmen. It was a points-for-prizes plan worked out for United by a firm specializing in sales contest and premium prize work. United awarded appliance men two points for each \$1 of sales, plus a premium of 150 points for the sale of either an automatic gas range or a clock-controlled range. When the roundup ended, the points were added up and converted into dollar value. The appliance sellers chose their prizes from a gift catalog furnished each dealer.

For smaller operators, United offered to handle instalment paper. Many dealers in the past have been either unable or unwilling to seek bank financing for time-payment sales of appliances. United backed dealer instalment sales of gas ranges, based on terms providing for a 10 percent cash down payment or an old stove trade-in as a down-payment. For purchases totaling \$225 or more, the dealer was permitted to give a customer

30 months to pay, or 24 months if the purchase was less than \$225. United Gas men called on appliance dealers to explain the plan and lend a helping hand. The plan will be permanent, as long as it is successful.

To lure customer dollars into Old Stove Roundup, United unleashed its ad campaign September 15. Ads for about 130 newspapers were anywhere from 50 percent to 100 percent bigger in volume than last year. And for the first time, radio and TV spot commercials were used in 60 towns where there are stations. Advertising in each city were pitched to specific tie-ins with participating Round-Up dealers. In previous years, United Gas newspaper ads merely have included a line stating, "See your gas appliance dealer."

United Gas also made available to dealers a bigger-than-ever assortment of showroom display material such as banners, pennants, Chuckwagon Charlie emblems and easel cards. Utility people personally presented dealers with a new sales kit. The kit includes a 16-page booklet on sales tips, a floor and window display manual and proofs of Old Stove Round-Up publicity and advertising material for use by the dealers.

In the past, the rank and file of ap-

pliance dealers had been inclined to hide gas appliances in the back end of the showroom. The saleskit suggests dealers actually connect a gas range for demonstration purposes. Few dealers have bothered to do this. United offered to make the connections free of charge.

As another customer eye-catcher, the utility encouraged dealers to build "corals" in their showrooms to enclose three or four old stoves symbolizing the trade-in period. The corral, according to the sales kit, should be plastered with banners and pennants proclaiming, "Trade 'n save during Old Stove Round-Up." The utility suggested dealers offer special trade-in deals to customers.

To spur year-round dealer interest in pushing gas ranges, United picked this year's Round-Up as the time to initiate a sharply expanded dealer relations program. Where most sales divisions formerly have had only one dealer-relations man to cover the entire territory, United added two to four new dealer-contact men in each division.

United Gas deems Operation Stimulant successful, even at this early date. Chuckwagon Charlie's horse opera sales tour reached millions of Southerners, and already has started paying off in a big way to all concerned.

## Cape May

(Continued from page 18)

A series of individual sales promotions have been conducted, each one emphasizing a different appliance. The plan is to have a continuous over-all promotion going at all times, but to change the emphasis periodically to prevent monotony from developing among consumers, dealers and employees.

A "Matchless" range promotion was conducted from July to September. This plan closely followed that of the Philadelphia Gas Works, which is relatively close to the Cape May area, and whose advertising appears in newspapers widely read in Cape May.

Along with special advertising for the "Matchless" range promotion, the company instituted a program of free installation, free demonstrations and free cookbooks to all purchasers of "Matchless" gas ranges.

It also solicited the cooperation of four range manufacturers to aid in organizing a program both on the radio and in the newspapers, together with dealers. Manufacturers whose names ap-

peared in ads contributed \$120 apiece; and names of dealers carrying their merchandise also appeared.

As a result of this campaign, for the first time in this area high quality automatic ranges were sold. That only eight "Matchless" ranges were actually sold should not obscure the fact that dealers heretofore would never even consider handling anything but the most inexpensive type of gas range. The dealers are now enthusiastic as to the possibility of selling better quality gas ranges in Cape May. They are looking forward to the next "Matchless" campaign (spring of 1955) and are much more willing to cooperate with the utility and manufacturer.

A special space heater campaign was run from September 7 through October 15. The Coleman Company was selected to tie-in with local dealers and no accurate control could be made of all activities and results. Quotas were established for five Coleman dealers and the two gas company salesmen. Special prizes were provided for those who reached that quota.

A better price was offered during the

promotion. Newspaper and radio advertising developed the theme that the autumn months are also enjoyable in Cape May—and that the chilly evenings can be made comfortable with a gas space heater. Another division of the company also ran a space heater campaign at the same time but without the all-out promotional and advertising effort put forth in Cape May.

The results of this campaign were extremely good insofar as company sales were concerned, but somewhat disappointing among the dealers. This was in spite of the fact that the New Jersey Natural prices were slightly higher than those of the dealers. Over-all space heater sales in Cape May, however, were much higher than in the similar "control" area.

The initial results of the Action Demonstration activities to date are very encouraging. It will take another year before tangible sales results can be measured adequately. The enthusiasm and active participation of all the employees, however, shows that this type of demonstration has resulted in a greater interest on their part in better service to the customer and a real interest in their jobs.



*How major revisions in federal tax laws  
will affect typical utility employees and utilities themselves*

# The 1954 Internal Revenue Code

By CHARLES H. MANN

*Treasurer, Columbia Gas  
System Service  
Corporation*

The 1954 Internal Revenue Code represents the end result of a half million manhours of work on the part of the Joint Committee on Internal Revenue Taxation, the Treasury Department, the House Ways and Means Committee, and the Senate Finance Committee. It also represents an untold number of millions of manhours of work on the part of the taxpayers.

Work on the Act covered a period of more than two years, starting with the drafting of a new code in July 1952, statements from 17,000 parties, hearings at which 500 witnesses appeared, and finally, votes which resulted in a bill approved by the President in August 1954.

This has been a monumental job. Unfortunately, there has been a misconception conveyed to the general public concerning this legislation. Most people probably think that it is an Act favorable to business and big corporations, passed by a business-minded administration.

I don't think the Act deserves this description.

My purpose, then, is two-fold: (1) To show how the Act by and large gives permanent relief to the little man "from the cradle to the grave", and (2) To show the measures which may be of temporary benefit to a corporate taxpayer.

Although the effective tax rate remains the same as it was under previous law, it is estimated that the new Code will save individual taxpayers a total of \$827 million a year, as follows:

	Savings to Taxpayers (Millions)	Number of People Benefited (Millions)
Child care expenses	\$130	2.1
Dependents	85	1.3
Charitable contributions	25	No est.
Sickness and accident plans	No est.	No est.
Dividend exclusion and credit	204	7.0
Retirement income credit	141	1.8
Medical expenses	80	8.5
All other—aid to farmers, annuities, depreciation, life insurance, partner- ships, etc.	162	10.0
<b>TOTAL</b>	<b>\$827</b>	



Mr. Mann's work on taxation has earned one of A. G. A.'s highest honors—its Distinguished Service Award for outstanding contribution to the industry

Let's take a look at how each of these new provisions might affect the various members of a family whom we will call the Smiths.

First let me introduce the members of the family. They are Bill Smith, a utility accountant employed by Beleaguered Utilities, Inc., Mary Smith, his wife;

and their three sons, Tom, Dick and Harry.

First, Bill Smith may forget all about March 15 as the deadline for filing his tax return, since the filing date has been extended one month. Also, the filing date for the first declaration of estimated tax for the current year has been extended to April 15.

So, Bill now has an extra month in which to find the cash with which to pay any tax due over and above the amount his employer has withheld from his 1954 salary, plus any payment due with his first declaration of 1955 estimated tax.

Annual expenses up to \$600 incurred in caring for certain dependents are allowed to working mothers, widowers, a working woman whose husband is unable to work, or a divorced or legally separated man, regardless of the amount of their gross incomes. A working wife whose husband is capable of self-support may also qualify for this deduction, but only if she and her husband file a joint return and their combined adjusted gross income does not exceed \$5,100. Also, to the extent it exceeds \$4,500, the deduction for child-care expenses must be correspondingly reduced.

This deduction is available only if the expenses are for the care of a child under 12 years of age or for the care of any dependent physically or mentally incapable of caring for himself.

Let's assume Bill is disabled for a year when his son Tom is 10 years of age. Mary takes a job but is required to pay \$400 for the care of Tom. Mary may deduct the full \$400.

After Bill recovers sufficiently to go back to his job, Mary continues to work. Their gross income, however, will now,

## Sign contract as "Mrs. America" sponsor



With final details ironed out to everyone's satisfaction, the contract for gas industry sponsorship of next year's "Mrs. America" promotion was signed in New York last month. Seated are Hansell Hillyer (left), General Planning and Promotion Committee "Mrs. America" sponsor, and Bert Nevins, of Mrs. America, Inc. Standing (left to right) are Otto E. Zwanzig, director of PAR Program; S. F. Wikstrom, A. G. A. promotion manager; H. Vinton Potter, A. G. A. coordinator of advertising and promotion; T. M. Chester, Mrs. America, Inc.

no doubt, exceed \$5,100; accordingly, the deduction for child-care expenses would no longer be available. Likewise, the deduction would be lost under any circumstances when Tom became 12 years of age.

A parent may now claim a \$600 dependency deduction for each child regardless of the child's earnings if under 19 years of age at the close of the taxable year, and each child regardless of age, and regardless of the child's earnings, if he is attending school or college.

In each instance, the taxpayer parent must furnish more than one-half of the child's support.

These two very important changes mean that Bill need no longer worry about policing the amount of vacation or part-time earnings of sons Tom, Dick and Harry so long as they are under 19, or, if they are attending school or college, regardless of age.

Formerly, it was his practice to have Harry stop work just before earning \$600. One year it cost Bill \$150 in tax when Harry stopped work after earning \$599 and later in the year was granted a retroactive wage increase of \$1.50!

Of course, Bill must continue to provide more than half of their support before he can claim them as dependents. Bill will have no trouble with that limitation.

Suppose Harry receives a scholarship

for study. Bill may disregard that amount in determining whether he is furnishing more than one-half of Harry's support.

A third important change provides that a parent (or other dependent) may be claimed as a dependent by one member of the family, even though supported by several members of the family. Members of the family contributing to the support must agree in writing on who will claim the deduction.

Let's assume that at about age 58, two years before he becomes eligible for any part of his company pension, and seven years before he becomes eligible for Social Security payments, Bill is forced to retire for physical reasons. As a result, it becomes necessary for the three boys to support Bill and Mary by equal contributions. The three boys agree that Dick should claim the dependency deductions, since Dick is in a higher tax bracket than either Tom or Harry and the deductions on his return will result in the greatest tax saving. (Of course, Dick is probably heading for a family quarrel unless he offers to split his tax saving with his brothers.)

The new Code also allows an exemption of \$600 for *any person*, regardless of relationship, if supported in the taxpayer's home. This change will permit son Tom and his wife, who have two foster children living with them, one legally adopted and another for whom

adoption proceedings are pending, to claim \$600 exemption for each of them.

Restrictions on the deductibility of charitable contributions have been eased. A new ceiling of 30 percent of gross income has been provided for contributions if the extra 10 percent consists of contributions to religious organizations, educational institutions, and hospitals. For contributions to other qualified charitable organizations—Red Cross, Community Chest, Boy Scouts, etc.—the 20 percent limitation is unchanged.

The five percent limitation on contributions by corporations remains unchanged. However, corporations may now carry over to the next two years any contributions made in excess of the five percent limitation.

The new law makes several important changes with respect to sickness and accident payments. First, it makes clear that contributions by an employer to plans to provide compensation for his employees in event of sickness or accident, are not taxable to the employees.

Second, benefits paid under insured and uninsured plans are treated alike. Under prior law, benefits were exempt if paid under an insured plan but were taxed if made under a non-insured plan.

Third, accident and health benefits paid as reimbursement for medical expenses to employees, their wives, or children are exempt from tax.

Fourth, payments up to \$100 a week for loss of wages due to personal injury or sickness are exempt from tax. Such payments for the first seven calendar days of absence are taxable unless the employee is hospitalized for at least one day during the period of absence, or the absence is due to an injury.

Bill likes these changes. They permit him to exclude from taxable income the \$500 which he received from his employer as reimbursement for medical-care expense. In addition, he may exclude from gross income payments up to \$100 per week received from his employer while he was on sick leave.

Bill's employer is pleased that the new Code provides parity of treatment to payments under insured and non-insured plans. At the same time he realizes that this may result in an increase in absenteeism, particularly by tending to extend the period of absence. Payroll accounting will also be more complicated because of constant changes in the amount of tax to be withheld.

(Continued on page 44)

# Gas dominates two trade shows

## METAL SHOW

Once again the world's largest trade show, the National Metal Congress and Exposition sponsored by the American Society for Metals, had nearly 100,000 visitors at the International Amphitheater in Chicago during the week of November 1, 1954.

And once again the Industrial and Commercial Gas Section of the American Gas Association had the largest single exhibit of the show. With 200 feet on one side of a main aisle in the arena and 100 feet of space across the aisle, 11 manufacturers of industrial heating equipment and allied products made up the A. G. A. combined industrial gas exhibit. Occupying nearly 4,000 square feet, this was the largest exhibit the gas industry has ever had at a metal show.

Situated with direct access from the two main entrances to the hall, practically every visitor passed through the gas area. All the cooperating exhibitors were pleased with the location of the gas area and the "play" they got at their respective booths. Many of them had equipment connected to gas service so that they could show their products more realistically. Several new items were shown and the new trend toward automation was a feature in many exhibits.

American Gas Furnace Co., Elizabeth, N. J., had a live demonstration of its patterned flame burners brazing a small part on an automatic turntable. This together with a display of many special burner tips which are used for glass forming and other work requiring precision flames, and one of a new reciprocating hearth, full muffle, controlled atmosphere heat treating furnaces was one of the main attractions in the area.

A lounge with an attractive background of photographs showing many of its larger installations comprised the exhibit of Continental Industrial Engi-



Eleven cooperating manufacturers of industrial gas equipment exhibited many pieces of equipment in live operations at the A. G. A. Combined Industrial Gas Exhibit of the 1954 Metal Show, Chicago. Gas Exhibit occupied 200 feet on one side of main aisle, 100 feet on other side



A. G. A.'s Combined Commercial Gas Exhibit was the largest at the National Hotel Exposition in New York, held in the gigantic Kingsbridge Armory, Bronx, during the week of Nov. 8, 1954. The show was visited by more than 50,000 persons in the hotel, restaurant or equipment fields

neers, Chicago. Eclipse Fuel Engineering Co., Rockford, Ill., had a most interesting display, in the form of a demonstration set-up of a typical Eclipse combustion system. It showed the action of controls from the start of a day, or cycle, to the end of a day or cycle.

When the day started there was a purge by the blower then ignition came on after purge. Next, pilot on, and system under automatic control. The system cycled several times bringing up to temperature and then throttling down until the control reached the thermom-





James J. Condon, manager, commercial sales department, The Peoples Gas Light and Coke Co., Chicago, and chairman of Sales Promotion Subcommittee, presides at speakers' table during annual Commercial Gas Breakfast held in New York during Hotel Show Week



Glen Bowman, Robertshaw Fulton Controls Co., catches up on the news at teletype machine installed in A. G. A. Lounge by Newsweek

Guests at Commercial Gas Breakfast are (l. to r.): J. A. McCarthy, executive secretary, Hotel Association of New York City; Albert Pick, Jr., president, American Hotel Association; Albert W. Stender, vice-president, Knott Hotels Corp.; Abner Friedman, president, Hotel Association of New York City; H. B. Meek, dean, school of hotel administration, Cornell University; John Kinerk, executive vice-president, New York Hotel Association



eter settling when the burner came on full again. At the end of day, or heating cycle, everything shut down.

Special buttons were placed on the panel so that failures of any part of the system could be simulated to illustrate the operation of safety equipment. Another live demonstration by the same company consisted of several burners of different sizes operating on their Vari-set proportional mixer.

Gas Appliance Service Inc., Chicago, had its Roto-Flame furnace in operation with a feed hopper for bar stock and a conveyor through the furnace to demonstrate continuous and automatic heating of rod ends for forming. Also shown was an automatic turntable for brazing and soldering and, in another part of the exhibit, the Utility air heater.

Many different types of controls for various purposes filled the booth of General Controls Co., Glendale, California. These controls are adaptable to the different firing systems in use for all types of industrial heating.

The popular Buzzer atmospheric burner furnaces of Charles A. Hones, Inc., Baldwin, Long Island, N. Y. were a major attraction. One was a full muffle furnace held at 2400° F. and the other a semi-muffle furnace held at 2000° F. Also shown by Hones, but not live, were a high temperature melting furnace and a pot hardening furnace, both fired with atmospheric burners. A display of different types of burners formed a background.

An adsorptive dryer and a scale model of an immersion tube heating unit such as might be used for stereotype metal, formed the main portion of The C. M. Kemp Mfg. Co., Baltimore, exhibit. The live portion of the display was a panel with several types of burners in operation which came on successively on a predetermined cycle. The premixed gas supply to these burners was furnished through their own mixing system.

Selas Corporation of America, Philadelphia, had a working scale model of a continuous, direct gas-fired heat treatment machine which took small parts and passed them through a high heat furnace section, into a quench, then through a draw furnace to air cooling. Outside of the lounge area was a live display of several different types of radiant burners operating on a premixed air-gas supply from their own particular system.

Allied equipment was represented by



The Spencer Turbine Company, Hartford, Conn., who showed several types of air turbines that are used on gas combustion systems in general use for industrial heating purposes.

A. G. A. had lounge area and information center where many visiting industrial gas men met with delegates and manufacturers.

Outside of the A. G. A. combined industrial gas exhibit several other manufacturers of industrial gas equipment had exhibits of their own. Surface Combustion Corp., Toledo, Ohio; Ipsen Industries, Inc., Rockford, Ill.; Jet Combustion, Inc., Chicago; Holcroft & Co., Detroit, Michigan and Hauck Manufacturing Co., Brooklyn, N. Y., were among those featuring industrial heating equipment.

## Industrial gas breakfast

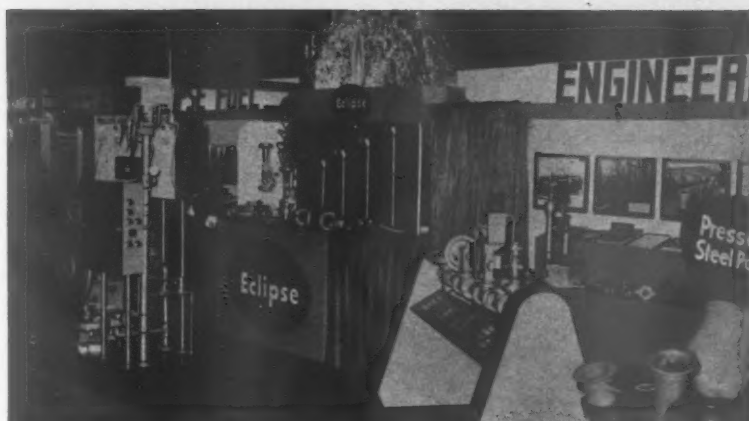
Always one of the highlights of Metal Show Week, the Industrial Gas Breakfast was no exception this year. Well over a hundred industrial gas men, manufacturers of industrial gas equipment and representatives of publications in the metalworking field sat down together at this 18th annual affair.

Tradition has always decreed that a representative from the American Society for Metals be present at the breakfast to bring greetings from the ASM. This year Harry B. Knowlton, a trustee of ASM and chief engineer in charge of materials engineering, International Harvester Co., Chicago was delegated to say a few words in behalf of his society to the gas industry.

The main speaker was Frederic O. Hess, president, Selas Corporation of America, Philadelphia, who addressed the group on "Gas and Automation". Mr. Hess in describing the term automation, stated that the automatic production of items had been in force for many years, but only recently has it reached such a high degree of refinement.

"Prior to World War II, one percent to three percent of the total capital expenditures in the U. S. was accounted for by controls," he said, "Now, approximately seven to eight percent is expended for controls, and the percentage is still going higher."

To illustrate this point he cited the example of electric light bulbs. To supply today's hourly demand with 1923 production methods would require 75,000 employees. With 1934 production methods it would require some 4,000



Demonstration showing how a typical Eclipse Fuel Engineering Company combustion system operates on automatic control from the start of a day's work or cycle, to the end of the day or cycle was part of A. G. A. combined industrial gas exhibit at Metal Show



Guest speaker, Frederic O. Hess, chats with friends at Industrial Gas Breakfast. Left to right: E. S. Silven, Providence (R. I.) Gas Co.; M. A. Combs, A. G. A., New York; Harry B. Knowlton, International Harvester Co., Chicago; Frank H. Adams, Surface Combustion Corp., Toledo, and Mr. Hess, Selas Corporation of America, Philadelphia

employees. With today's controls and the use of gas-fired production machinery, 90,000 bulbs can be made per hour with only 280 employees. Truly a triumph for automation and gas.

Mr. Hess went on to show that automation in industry needs a higher type of employee to operate the production machinery. This is especially true of gas production line equipment. He deplored the fact that educational institutions were not keeping pace with this demand for trained personnel.

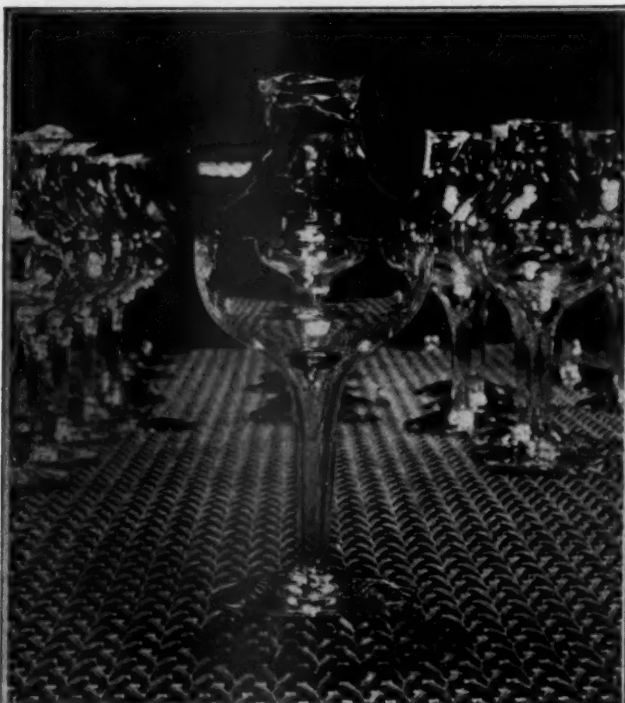
"The gas industry might well appreciate this fact," Mr. Hess said, "which constitutes a basic handicap so far as acceptance of heat generation, utilization and control of gas combustion for industry and new production processes

is concerned. Who teaches the subject of combustion control and control of gas, heat generation and application, and where is it being taught, and to how many? I challenge you to answer this simple question and compare it with your knowledge of electrical and instrument institutions and courses, and when doing so please bear in mind that you are searching for the teachings about the foremost industrial processing fuel of today."

## HOTEL SHOW

By all reports the 39th National Hotel Exposition was by far the best ever experienced by the several hundred exhibitors. These praises were echoed by

## Industrial and commercial ads win honors



Throughout America, industry improves production... thanks to **GAS**

This is the discharge end of a tube, a gas-fired furnace used in the glass industry. Hand-blown champagne glasses are being fire polished under gas flames at the Cumberland (Md.) Glass Company. The semi-sphere top will be removed by applying a flame to a new line. Only Gas makes possible the close control needed for the entire heating

process. What's more, it's economical and clean... two important factors in the manufacture of fine glass. In fact, Gas is the most economical and satisfactory method of heat processing throughout all industry. That's reason enough for discussing your problems with your Gas Company's industrial specialist. American Gas Association.

**T**HREE American Gas Association ads featuring industrial and commercial gas installations have been selected by the Art Director's Club of Chicago. They appeared in the Club's annual exhibition at Chicago from October 28 to November 12.

The ads selected were case histories outlining the advantages of the use of gas in industry. They were prepared under the guidance of Norval D. Jennings, advertising manager, A. G. A., by Ketchum, MacLeod and Grove, Inc., Pittsburgh, Pa., agency for the A. G. A. Industrial and Commercial Advertising Committee.

One of the ads, using a photograph of gas being fired in a brick kiln at the Mt. Savage (Maryland) Fire Brick Co., won the Club's Gold Medal award. The second A. G. A. ad

honored by the Chicago club used a photograph of glass ware at the discharge end of a gas-firedlehr at the Cumberland (Maryland) Glass Company (see cut).

The other A. G. A. ad included a photograph of gas cooking facilities and a photograph of children being served in the cafeteria of the Mt. Savage (Maryland) School.

Guy Liller of the Cumberland and Allegheny Gas Company helped secure the case history material, contacting the companies involved and obtaining their permission to prepare the ads. Pittsburgh photographer Clyde Hare took the photographs, working through creative director William Pensyl and art director Tom Ross, also account supervisor Albert Evans and account executive Gerald Laird, all of Ketchum, MacLeod and Grove.

the cooperating exhibitors in the combined commercial gas exhibit sponsored by the Industrial and Commercial Gas Section of the American Gas Association.

Eleven manufacturers of commercial cooking equipment and allied products

occupied the gas area which was the largest single exhibit of the show at Kingsbridge Armory, Bronx, N. Y., during the week of November 8, 1954. Each exhibitor under the Blue Flame banner expressed his satisfaction with the location, the attractive over-all display mo-

tif and the best business done in many years at a hotel show.

According to news accounts of the show, the over 50,000 visitors proved to be a record breaking attendance. As in former years the visitors were carefully screened so that only those who were really interested in hotel and restaurant equipment were permitted in the hall. This is the major reason for the success of this largest show in its field.

Equipment to prepare and serve food attracted more attention and held more interest than any previous show, and the specialized appliances, many designed for counter use in small restaurants and clubs, received wide attention.

Among those companies exhibiting this type of equipment in the A. G. A. area was The G. S. Blodgett Co., Inc., Burlington, Vt., who showed their deck oven in black finish, a Pizza oven in stainless steel and their Pyrastove for confectioners and for making stock.

A newcomer to this group of exhibitors was the Cecilware-Commodore Products Corp., New York, who showed a full line of counter equipment. It consisted mainly of combination fry top griddles, combination griddle broilers, coffee urns, portable coffee urns, a warm food table and confectioners stove. All these appliances were in stainless steel and made a most attractive display.

The Cleveland Range Co., Cleveland, Ohio, again had their line of products consisting of a counter type Steamcraft Cooker, a floor type Streamliner and the Steamchef pressure cooker. These appliances were self-contained, gas-fired units. In one of the larger exhibit areas, the Detroit-Michigan Stove Company had two range sections in stainless steel, one a uniform heat top and the other an open top. In regular black finish, a Spectro hot top, open top, fry top, deep fat fryer and an oven-broiler combination formed the backwall display. Setting apart from their main display was a new restaurant type range in granite grey finish. This was a six burner open top with a combination griddle-broiler unit.

At the entrance to the gas area the Duke Manufacturing Co., St. Louis, Mo., had an imposing booth with the main piece of equipment being a 20-foot gas-fired warm air food serving table. Other pieces of equipment of their line for keeping food warm showed various combinations for pots, trays and included a portable warm food table.

A new item was shown by the Groen  
(Continued on page 46)

*Repeated calculations of Hardy Cross method are performed more quickly and precisely through punched card program*

## Speeds distribution network analysis

By ROBERT D. SICKAFOOSE

Engineer, The Peoples  
Gas Light and Coke Company  
Chicago, Illinois

A punched card program for analyzing gas distribution networks by the Hardy Cross method has been developed at The Peoples Gas Light and Coke Company in Chicago. Using standard IBM calculating and accounting machines, the calculation time for difficult network problems has been reduced from days to hours. Repeated slide rule and other computations, normally performed in the hand calculation of a network by the Hardy Cross method, are done by the machines, resulting in less effort to solve the problem as well as the elimination of many of the chances for human error.

Prior to the development of this program, approximate solutions to low pressure gas distribution networks did not always take into consideration the capacity contributed to the networks by the grid system of small diameter frontage mains. When header and frontage mains were considered together, the solution to the problem often became tedious and time-consuming.

By this method, it is possible to include the smaller size mains in the analysis, study the network as a whole, and arrive at a more accurate solution in less time. Also, a much larger area can be studied to determine the effect of several sources of gas supply on the distribution network.

The Hardy Cross method is an iteration process, in which each successive approximation approaches the solution. Because repeated computations are made, the method lends itself well to programming for calculation on electronic cal-

culating machines and accounting machines.

The distribution network is translated into a deck of code-punched cards. Into these cards are punched the basic data: length of main, main resistance factor, and assumed gas flow. Other card fields are allocated for pressure drop and flow

correction terms. This information is obtained from a map of the distribution network, which also shows the gas load distribution and sources of gas supply.

After the basic data have been prepared and key-punched into the cards, the machines take over the work of calculating the problem. Pressure drops and



The author checks operation of punch machine which transmits data to calculating unit on left, which calculates pressure drops and flow correction terms and returns answers to punch unit for punching into cards. Machine used is IBM 604



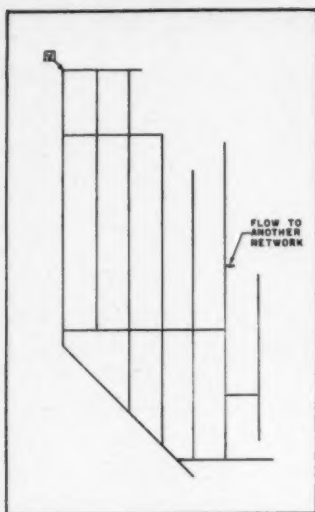


FIG. 1. GAS DISTRIBUTION NETWORK REQUIRING REINFORCEMENT

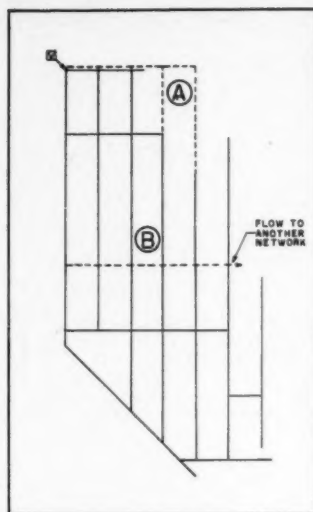


FIG. 2. PROPOSED PLAN FOR REINFORCEMENT BY INSTALLATION OF MAINS 'A' AND 'B'

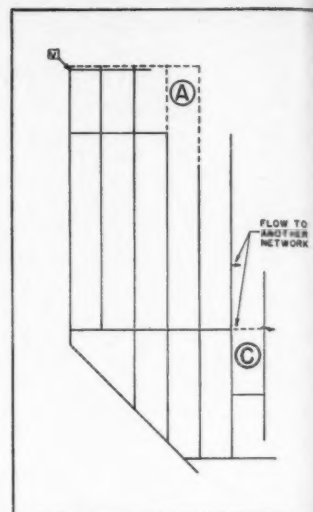


FIG. 3. PROPOSED PLAN FOR REINFORCEMENT BY INSTALLATION OF MAINS 'A' AND 'C'

flow correction terms are calculated by the IBM 604 Electronic Calculating Punch Machine. The IBM 514 Reproducing Punch Machine reproduces the flow correction terms into the appropriate cards. An iteration is completed by printing a report of the trial, computing corrected gas flows, and punching a new deck of cards for the next iteration by the IBM 407 Accounting Machine in conjunction with the IBM 514 Reproducing Punch Machine.

The printed results of each iteration are studied to determine when additional trials will not produce a significant change in the pressure drops and gas flows. A solution is obtained when the value of the net pressure drop around each loop is as close to zero as the degree of precision desired.

This method is used to determine what reinforcements and main extensions are required in the distribution system in Chicago for future estimated gas demands and to determine where malfunctioning regulators are likely to overpressure the system.

A network requiring reinforcement for future estimated gas demands is shown in Fig. 1. Hardy Cross analysis of a plan for reinforcement by the installation of mains "A" and "B" (Fig. 2), indicated that the network would operate with a total pressure drop that is well within the allowable design limits. However, the gas flow through main "B" was lower than the flow normally expected

for this size main.

Subsequent analysis of another plan, Fig. 3, without main "B", but with the installation of main "C", showed that with a small increase in the total pressure drop the network would still operate with the total pressure drop not exceeding the design limits. By studying the network as a whole, the calculations indicated that the installation of main "B" is not necessary for the operation of the network.

The time required to prepare a problem for machine calculation is slightly greater than for a slide rule calculation, because the data must be key-punched into the cards. After the data for the network in Fig. 3 was prepared, approximately 12 hours were required to perform the slide rule calculations of the three iterations which were necessary to bring the network into balance. In comparison, it was found that the machine time for performing the same calculation was about 45 minutes.

Solutions to other distribution problems have been obtained by using the IBM machines. The largest problem solved was a network of 400 loops, 1,000 mains, and six sources of gas supply. This network serves an area of about  $5\frac{1}{2}$  square miles in the city of Chicago. One would not ordinarily attempt a solution to so large a network by the usual methods, because of the excessive time and considerable effort involved to complete just one trial.

Seventy-three man-hours were required to prepare, key-punch, and verify the data before the calculations for the large network were started. Using 2,262 cards for each iteration, the network was approximately balanced with eight iterations at an average time of five hours per iteration. An engineer and a machine operator processed the cards for the first two and one-half hours of each trial. An attendant operated the 407 machine to complete each trial.

The accounting machines section of the general accounting department has cooperated with the engineering department in the solution of these problems by making available the IBM machines, the accounting procedure engineers to aid in developing the program, and other members of the staff to assist in calculating the problems.

The machines have been used for solving distribution network problems when this equipment was not required for accounting department work. Thus, another application of the machines is available to increase their value by reducing their non-operating time.

Realizing the importance of this contribution to the gas industry, the Subcommittee on Distribution Design and Development will sponsor at the Distribution, Motor Vehicles and Corrosion Conference in April, 1955 a paper describing in detail the programming of the Hardy Cross method for IBM machines.



# Industry news

## Crowd jams Wisconsin annual meeting

**P**ROS and cons of the widely publicized and controversial Dixon-Yates contract, approved by President Eisenhower as a means of alleviating an acute power need of the Atomic Energy Commission, was discussed by Harold P. Taylor, president of the Wisconsin Utilities Association before nearly 700 delegates at the group's annual convention. Mr. Taylor, vice-president of Wisconsin Public Service Corp., told the delegates, who met in Milwaukee's Schroeder Hotel on November 17, 18 and 19, that the contract will set a precedent that will have a profound effect on the future of the American free enterprise system and the entire utility industry.

Mr. Taylor was one of the speakers at a joint session of electric and gas delegates. Other featured speakers at this session were Joseph B. Stepan and Louis J. Zaberl, Bureau of Mines, U.S. Department of the Interior; Honorable Wildon F. Whitney, commissioner, Public Service Commission of Wisconsin, Madison; Kenneth W. Haagensen, director of public relations, Allis Chalmers Manufacturing Co., Milwaukee.

The gas technical division session, led by Vance Uhlmeier, Wisconsin Power & Light Co., Madison, was highlighted by a panel devoted to "Record Keeping At Operating

Level", in which the following persons participated: John Henderson, Wisconsin Public Service Corp., Oshkosh; Earl Kempka, Milwaukee Gas Light Co.; Lawrence Lenz, Wisconsin Michigan Power Co., Appleton. Accomplishments of division committees were listed by chairmen. In addition, Dr. Marvin E. Mundel, Marquette University, talked on "Motion Study Cuts Costs in Field Work", and M. S. Davidson, Wisconsin Public Service Corp., Green Bay, discussed "Highlights of New American Gas Association Purging Standards."

A round-table on industrial metering and regulation was the trump card of another technical session devoted to gas problems. Participants were: Robert Danforth, Milwaukee Gas Light Co., presiding, "Industrial Meter and Governor Installations"; Field Testing of Large Meters, A. G. Prasil, Wisconsin Public Service Corp., Oshkosh; "Use of Flow Provers for Testing Large Meters, Walter Pifer, Rockwell Manufacturing Co., Pittsburgh, and B. R. Reed, American Meter Co., Erie, Pa. On the same morning, R. M. Gregory, Wisconsin Power and Light Co., Madison, discussed "A New Look at Pipe Joints" and A. J. Demse, Milwaukee Gas Light Co., had as his topic "Gas System Over Pressure Protection Devices". In addition, the program featured B. E. Hunt, Illinois Power Co., Decatur, who spoke on "Recommended Practices for Gas Service Design" and John S. Wright, Milwaukee Gas Light Co., moderating a panel on the "Use of Plastic Pipe in Northern Climates". Other members of the panel were T. R. Bogumill and H. R. Murphy, The Peoples Gas Light & Coke Co., Chicago; and H. K. Patterson, Minneapolis Gas Company.

After the report of the Nominating Committee by Maurice Lewis, W. J. O'Donnell, executive vice-president of the Wisconsin Fuel and Light Co., Manitowoc, was elected chairman of the section, succeeding Mr. Uhlmeier. Deane True, chief engineer, Milwaukee Gas Light Co., was named vice-chairman.

Gas men of the sales and service section, led by Chairman H. K. Wrench, Jr., Wisconsin Fuel and Light Co., Manitowoc, were roused during the first session by talks by E. Carl Sorby, Geo. D. Roper Corp., Rockford, Ill., and R. C. Daly, Milwaukee Committee ac-

complishments were outlined by the chairmen of such groups as industrial sales, home service, and dealer coordination. Speakers and their topics at the second sales and service



C. E. Lageman



W. J. O'Donnell

session included Carl T. Bremicker, Northern States Power Co., Minneapolis, "How Big—The Selling Job Ahead", Donald E. Bootes, Dayton (Ohio) Power and Light Co., "A Long Look at Beauty Plus", W. S. Bascom, Union Electric Co., St. Louis, "Development and Function of a Dealer Program", and the "Natural Gas Supply Situation" by a representative of the Michigan Wisconsin Pipe Line Company.

The third session was devoted to a sales workshop on "How We Do It". Highlighting the program were Ross Williams, Wisconsin Michigan Power Co., Alex Mc Ewan, Wisconsin Southern Gas Co., F. F. McCoy, Wisconsin Electric Power Co., C. E. Lageman, Wisconsin Public Service Corp., A. J. Von Burg, Wisconsin Power and Light Co., W. L. Larson, Lake Superior District Power Company.

After a report of the Nominating Committee by S. L. Hagen, Eau Claire, C. E. Lageman, residential and commercial sales supervisor, Wisconsin Public Service Corp., Green Bay, was elected chairman of the division succeeding Mr. Wrench.

In addition to the business sessions, delegates enjoyed several luncheons, dinners, a tour of the Milwaukee Gas Light Company's training school, and a demonstration of the explosive limits of natural gas.

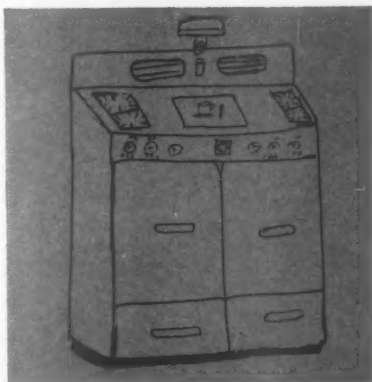
## Ohio kids' drawings reveal most moms cook with gas

**I**N AKRON, Ohio, it's gas cooking four to one!

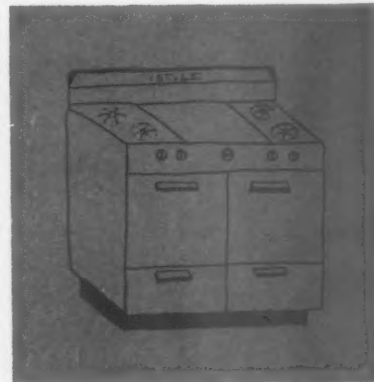
At least that conclusion can be reached on the basis of a children's drawing contest conducted by the Akron *Beacon Journal*. Of the five winning sketches published in the newspaper's popular "Children's Corner" only one showed an electric range. All the others were childish drawings of Mother's dependable gas range.

Each week children are asked to submit drawings of a chosen subject, usually some familiar object in the home. Winners are rewarded with a certificate and a small cash prize or tickets to a movie. And of course the winning sketches are reproduced in the "Children's Corner".

Winners of the stove contest ranged in age from five years to 11 years of age. Two of the examples are shown here. Approximately 70 entries were received for the stove contest.



Akron is served natural gas by The East Ohio Gas Company. Its director of public re-



lations and advertising, Harold Eckes, sent the page to A. G. A. MONTHLY.

## Brooklyn Union honors old guard at annual banquet

ON NOVEMBER 4, employees of Brooklyn Union Gas Company gathered for the festive, annual Service Emblem Presentation Dinner. Approximately 900 employees and friends were present at the ceremonies and 405 received service and other awards. Utility President John E. Heyke Jr., the principal speaker, spoke of the progress that Brooklyn Union has made in recent months since conversion to natural gas has been completed.

One of the highlights of the evening was the presentation of an award for 30 years of service to former president Clifford E. Paige. In making the presentation, Mr. Heyke cited Mr. Paige as "one who is largely responsible for guiding Brooklyn Union Gas to its present enviable position".

Other employees received awards for service ranging from 25 to 65 years. John Alger received the A. G. A. McCarter Medal and

Certificate, for saving a life from carbon monoxide gas poisoning by the application of artificial resuscitation. Michael W. Anuskiwicz, engineer of development and planning, was the recipient of a special award for his paper presented at the A. G. A. Distribution Motor Vehicles and Corrosion Conference held in Montreal last spring. Mr. Anuskiwicz was the recipient of the A. G. A.'s Beal Medal for his outstanding technical paper.

## Rocky Mountain group starts 11th year with banquet

APPROXIMATELY 200 persons, representing various branches of the natural gas industry, attended the 11th annual banquet of Rocky Mountain Gas Association in Denver,

September 23.

Principal speakers were Harry S. Sherman, former chairman of the Colorado Public Utilities Commission and Sam J. Neely, a director

of R.M.G.A. and manager of the North Denver Furniture Company.

William Van Genderen of Denver is president of the group this year.

## Utility directors help sell gas refrigerators

WHERE DOES selling begin? "At the top," says Hansell Hillyer, president of the South Atlantic Gas Co., Savannah. And how does it begin? "By using the product yourself," he adds. This is the basis of the "South Atlantic Plan," devised and set in motion by Mr. Hillyer on behalf of Servel's "automatic ice-maker" gas refrigerators.

The plan simply calls for the installation of icetray-less refrigerators in the homes of the utility company's 17 directors. As outlined by Mr. Hillyer, the plan follows:

1. South Atlantic's director of women's affairs called on each of the directors to explain the plan.

2. The utility then installed the refrigerators, adjusted either for gas on the company's lines or for bottled gas in rural areas.

3. The utility reserved the right to remove the refrigerators at any time after one year or on six months' written notice, thus retaining the right to substitute new models each year at the company's discretion.

4. And "we ask, but do not require, that

each director and the members of his family be as generous as they may in displaying the refrigerator and its operation to their friends."

The results up to now? "Heart-warming," says Mr. Hillyer, "with an unusual amount of high-level interest and actual additional sales within the first ten days." He explained that the refrigerators are consigned in the same manner as they are to schools and other institutions of learning in the Savannah-Orlando-Winter Park-St. Augustine area served by South Atlantic.

## Oppose leasing radio equipment from common carriers

THE COMMUNICATIONS Committee of the American Gas Association is vigorously opposed to the leasing of radio communications equipment and maintenance services from communications common carriers on private frequencies assigned by the Federal Communications Commission to the Petroleum and Power Radio Service.

In a resolution which was approved by the Managing Committee of the A. G. A. Operating Section and the A. G. A. Board of Directors, the Association's Communications Committee expressed concern over developments indicating that communications common carriers are engaged in a concerted effort to make inroads in the frequencies allocated to private users including those assigned to the gas industry under licenses granted the Petroleum and Power Radio Service.

The gas industry has millions of dollars invested in the development of radio communications systems which perform vital functions in the discovery, production, transportation and distribution of gas. Most gas companies have become greatly dependent upon these systems. The special needs of these companies cannot be met by systems of communications common carriers which must be designed for general use rather than to meet specific needs.

It appears that the common carriers now are actively engaged in a studied plan to include the frequencies allocated by the FCC to private services by inducing private users to lease equipment and services from the common carriers.

This plan, if successful, would indicate to the Commission that the private services

should be abolished or their frequency allocations curtailed and that their function could be handled by common carriers.

The A. G. A. Communications Committee resolution declares the gas industry should make known to the common carriers and to other interested parties the reasons why it is essential to the gas industry's continued op-

erations that the present system of private communications be continued. Such service should be continued and maintained in those vital and special areas in which common carriers cannot possibly provide the specialized services required by the gas industry, the A. G. A. Communications Committee declares.

## Announce surface burner thermostat

A THERMOSTATICALLY controlled top stove burner, a major improvement in gas range design being patented by the Florence Stove Co., has been designed to simplify "top of the range" cooking to push-button simplicity. Since surveys indicate that 80 percent of all cooking is done on the top burners, this feature promises to be a boon to busy homemakers who have little time or inclination to "pot watch".

The thermostatic control has been put on an extra burner, so that the new Florence range has five, rather than the conventional four top burners. The burner will control the heat to within 5°F, plus or minus, any selected temperature on any utensil placed on it, regardless of contents. The control is especially helpful in such operations as deep fat frying, pan frying, pressure cooking and simmering. The new burner completely eliminates the need for a separate deep fat fryer or skillet.

A special pancake griddle and a rotisserie are other innovations of the range, which will be available in 1955.



Florence Stove Co.'s new model features thermostatically controlled surface burner

## A.G.A. announces new publications during November

**L**ISTED BELOW are publications released during November, up to closing time of this issue of the MONTHLY. Information in parentheses indicates audiences for which each publication is aimed.

### GENERAL MANAGEMENT

- **Compendium Report** (for all who are involved with purchasing, storing, inventorying and disbursing material and supplies in a gas utility). Prepared by Purchasing and Stores Committee. First copy free, additional copies, \$1.00. Available from A. G. A. Headquarters, New York City.

### AGA LABORATORIES

- **Combustion and Ventilation Air Supply to Gas Equipment in Small Rooms—Research Bulletin No. 67** (for architects, equipment installers, gas utilities, appliance manufacturers, code authorities). Prepared by R. L. Stone and W. B. Kirk, under sponsorship of A. G. A. Committee on Domestic Gas Research. Available from A. G. A. Laboratories in Cleveland, or Association Headquarters, New York. Price: \$2.00 a copy.

- **American Standard Listing Requirements for Gas Valves, Z21.15-1954**, effective January 1, 1955. (For gas utilities, appliance manufacturers, code authorities.) Sponsored by A. G. A. Laboratories. Obtainable from A. G. A. Laboratories or Association Headquarters, New York, for \$2.00 a copy.

- **American Standard Approval Requirements for Gas-Fired Room Heaters, Z21.11-1954**, effective January 1, 1955 (for gas utilities, appliance manufacturers, code authorities). Sponsored by A. G. A. Laboratories, and available from the Laboratories or from New York City Headquarters for \$2.00 a copy.

- **Addenda to American Standard Z21.13.1-1951 Approval Requirements for Central Heating Gas Appliances, Z21.13.1a-1954**, Volume I, Steam and Hot Water Boilers, Effective January 1, 1955 (for gas utilities, appliance manufacturers, code authorities). Sponsored by A. G. A. Laboratories, and available from the Laboratories or New York City Headquarters for 25 cents a copy.

- **Addenda to American Standard Z21.13.2-1951 Approval Requirements for Central Heating Gas Appliances, Z21.13.2b-1954**, Volume II, Gravity and Forced Air Central Furnaces, effective January 1, 1955 (gas utilities, appliance manufacturers, code authorities). Sponsored by A. G. A. Laboratories. Available from the Laboratories N.Y.C. Headquarters, 50 cents a copy.

- **Addenda to American Standard Z21.13.3-1951 Approval Requirements for Central Heating Gas Appliances, Z21.13.3a-1954**, Volume III, Gravity and Fan Type Floor Furnaces, effective January 1, 1955 (for gas utilities, appliance manufacturers, code authorities). Sponsored by A. G. A. Laboratories. Available from Laboratories or Association Headquarters, New York, for 25 cents a copy.

- **Addenda to American Standard Z21.13.4-1953 Approval Requirements for Central Heating Gas Appliances, Z21.13.4a-1954**, Volume IV, Gravity and Fan Type Vented Recessed Heaters, effective January 1, 1955 (for gas utilities, appliance manufacturers, code authorities). Sponsored by A. G. A. Laboratories. Available from A. G. A. Laboratories or Association Headquarters, 25 cents a copy.

- **Addenda to American Standard Z21.34-1942 Approval Requirements for Gas-Fired Duct Furnaces, Z21.34a-1954**, effective January 1, 1955 (for gas utilities, appliance manufacturers, code authorities). Sponsored by A. G. A. Laboratories. Available from the Laboratories or A. G. A. Headquarters in New York, 25 cents a copy.

- **Addenda to American Standard Z21.1-1952 Approval Requirements for Domestic Gas Ranges, Z21.1b-1954**, effective January 1, 1955 (for gas utilities, appliance manufacturers, code authorities). Sponsored by A. G. A. Laboratories, and available from the Laboratories or Association Headquarters for 50 cents a copy.

- **Addenda to American Standard Z21.10-1953 Approval Requirements for Gas Water Heaters, Z21.10a-1954**, effective January 1, 1955 (for gas utilities, appliance manufacturers, code authorities). Sponsored by A. G. A. Laboratories, and available from the Laboratories or from Association Headquarters in New York, 50 cents each.

- **Addenda to American Standard Z21.5-1953 Approval Requirements for Domestic Gas Clothes Dryers, Z21.5a-1954**, effective January 1, 1955 (for gas utilities, appliance manufacturers, code authorities). Sponsored by A. G. A. Laboratories, and available from the Laboratories or Association Headquarters for 25 cents each.

- **Addenda to American Standard Z21.6-1949 Approval Requirements for Domestic Gas-Fired Incinerators, Z21.6b-1954**, effective January 1, 1955. Sponsored by A. G. A. Laboratories and available from the Laboratories or Association Headquarters for 40 cents a copy.

- **Addenda to American Standard Z21.28-1948 Approval Requirements for Portable Gas Baking and Roasting Ovens, Z21.28a-1954**, effective March 31, 1954 (for gas utilities, appliance manufacturers, code authorities). Sponsored by A. G. A. Laboratories, and available from the Laboratories or Association Headquarters for 40 cents a copy.

- **Addenda to American Standard Z21.31a-1954 Approval Requirements for Gas Counter Appliances, Z21.31a-1954**, effective March 31, 1954 (for gas utilities, appliance manufacturers, code authorities). Sponsored

by A. G. A. Laboratories, and available from the Laboratories or Association Headquarters for 50 cents a copy.

### OPERATING SECTION

- **Purging Principles and Practice**—Sponsored by Operating Section, available from A. G. A. Headquarters, New York, free.

- **Gaseous Fuels**—Sponsored by Operating Section, available from A. G. A. Headquarters, New York, free.

### PAR

- **Five New Range Features** (for range manufacturers, utility executives, sales managers, service managers). Sponsored by Gas Industry Development Committee. Obtainable from A. G. A. Headquarters, New York, free.

- **Desirable Features of Domestic Gas Ranges** (for range manufacturers, utility executives, sales managers, service managers). Sponsored by Gas Industry Development Committee. Available from A. G. A. Headquarters, free.

### PROMOTION AND ADVERTISING

- **Constant Hot Water in the Home** (sales managers, promotion managers, home service directors). Sponsored by and available from A. G. A. Promotion Bureau. Price: \$9.00 a hundred plus imprint charge if desired.

- **Science Principles and Your Automatic Gas Range** (for science teachers, gas companies, range companies). Prepared by Elbert C. Weaver. Obtainable from Education Service Bureau, American Gas Association, 85 cents a kit.

### STATISTICS

- **Monthly Bulletin of Utility Gas Sales—October 1954** (for gas companies, financial institutions). Prepared by the Bureau of Statistics, and available from A. G. A. Headquarters, free.

- **Quarterly Report of Utility Gas Sales—Third Quarter 1954** (for gas companies, financial institutions) sponsored by and available from A. G. A. Bureau of Statistics, free.

### IGU publishes

**T**HE INTERNATIONAL Gas Union announces the availability of a publication on experiments concerning the protection of telecommunication lines and underground pipes. The publication includes the minutes of a plenary session held in Paris from May 24-31, 1954.

The document can be obtained from the I.G.U., 4 Avenue Palmerston, Brussels, Belgium, for 5,500 Belgian francs, plus postage.



## Columbia System executives open new pipeline



A twist of the wrist—and Gulf Interstate Gas Company's 850-mile pipeline from Louisiana to Kentucky-West Virginia border is ready for service. New \$1,300,000 line will supply natural gas to seven state area served by Columbia Gas System. Opening valve are (l. to r.): F. S. Young, vice-president, Gulf Interstate; Stuart M. Crocker, chairman of board and George S. Young, president, Columbia Gas; John W. Partridge, president, United Fuel Gas Co., Charleston, W. Va.; Irving K. Peck, vice-president in charge of gas procurement, Columbia Gas; Hy Byrd, president, Gulf Interstate; A. W. Lundstrum, president, Ohio Fuel Gas Co., Columbus, Ohio; J. C. Petersen, The Manufacturers Light & Heat Co., Pittsburgh

## Columbia University announces fourth utility workshop

**H**UMAN RELATIONS will be the theme of the 1955 Utility Management Workshop, the executive development and training conference held annually by Columbia University's department of industrial and management engineering, at Arden House, Harriman, New York.

Rather than a lecture series, the workshop

is a "do-it-yourself" experience. Approximately 40 specially selected top-management executives will live together and work together to solve problems posed by the university staff and a corps of visiting experts. The industry participants work in small "task force" groups applying their own experience and knowledge to the problems set forth.

## IGT continues course

**T**HE HOME STUDY course in natural gas production and transmission—designed for utility gas industry employees—from newcomers to executives—is being continued successfully by the Institute of Gas Technology, Chicago.

"Well over 900 copies of the text for the course have been distributed since it was initiated less than two years ago," according to Capt. E. S. Pettyjohn, vice-president and director of the gas institute. "Approximately 900 employees of 119 gas companies of the U. S. and Canada are taking the course or have completed it and received their certificates of accomplishment."

The course is offered under several plans to suit the needs and circumstances of individual enrollees and to fit into employee training programs of companies. A text consisting of 17 chapters is supplied to each student on enrollment. The student is expected to study each chapter and submit a written report on each assignment to the Institute for grading and constructive criticism.

Detailed information on the course may be secured by writing to:

The Director, Institute of Gas Technology, 17 West 34th Street, Chicago 16, Ill.

## Georgia company merits safety award



Southern Gas Association's first million and a half manhour Safety Achievement Award is presented to Gas Light Company of Columbus, Ga., at the SGA Eastern Area Distribution Round-Table. At ceremony honoring Gas Light Company's 2,165 calendar days without a disabling injury accident are (l. to r.): W. C. Bunn, distribution supervisor, Gas Light Co.; R. R. Suttle, SGA managing director; J. M. Averett, utility superintendent and Frank Barragan Jr., South Atlantic Gas Co., this year's round-table chairman

## LPGA meets

**T**HE NATIONAL Council for LP-Gas Promotion, marking its fifth anniversary on November 12 at a meeting in Chicago, re-elected James E. Pew, Philadelphia, as president for the coming year. Mr. Pew, who has headed the group directing the national promotional program of the liquefied petroleum gas industry since January, 1954, is manager of the natural gas and natural gasoline department and a director of Sun Oil Company.

Also re-elected were Kenneth R. D. Wolfe, vice-president, Fisher Governor Co., Marshalltown, Iowa, as chairman of the council's executive committee and Robert Brandt, manager, LP-Gas sales, Cities Service Oil Co., Chicago, as treasurer. Robert E. Borden, director of the LP-Gas Information Service, Chicago, was re-appointed secretary.

On November 1, four new members were appointed to the 43-man group. They are T. T. Arden, Grayson Controls Div., Robertshaw-Fulton Controls Co., Lynwood, Calif., who is president of GAMA; Charles Rippe, Hamilton Manufacturing Co., Two Rivers, Wis., also representing GAMA; C. B. DuShane, American Meter Co., Philadelphia, Pa., and Clark Hastings, Rochester Manufacturing Co., Rochester, N. Y., both LPGA appointees.



## SEGA gathers for 16th meeting in Raleigh

**E**DGAR M. HAWKINS was elected president of the Southeastern Gas Association at the group's 16th annual meeting in Raleigh, N. C., on November 17, 18 and 19. Mr. Hawkins, manager, Water, Gas and Electric Dept., Danville, Va., succeeds 1954 President John O. Sholar, manager, South Carolina Electric & Gas Co., Columbia. The meeting was held in cooperation with the college extension division and the school of engineering, North Carolina State College.

The three-day gathering was highlighted by the election of E. L. Pennell, as "Gas Man of The Year 1954". Mr. Pennell, meter superintendent, Piedmont Natural Gas Co., Charlotte, N. C., has served the industry continuously since 1899.

Among the principal speakers at the conference were: Dr. E. M. Schoenborn, head of the department of chemical engineering, North Carolina State College; F. H. Adams, president, Surface Combustion Corp.; Hugh Forster, assistant to president, Armstrong Cork Co.; Anthony H. Cramer, Michigan Consolidated Gas Company. Also, Zeb Watkins, Suburban Rulane Gas Service, Eugene Leier, South Carolina Electric and Gas Co.;



Election of officers climaxes SEGA meeting in Raleigh. New officers are (l. to r.): E. W. Ruggles, Raleigh, secretary-treasurer; J. E. Connolly, Reidsville, second vice-president; E. M. Hawkins, Jr., Danville, president; J. D. Pickard, Charlotte, vice-president; R. C. Bjorinson, Philadelphia, Pa., new director

E. P. Game, Roanoke Gas Co.; Harry E. Kendall, Employment Security Commission

of North Carolina; and J. L. Weeks, South Carolina Electric and Gas Company.

## Southern Counties Gas building base in Pomona

**S**OUTHERN COUNTIES Gas Co., Los Angeles, is spending \$533,000 on a new Pomona operating base to service its fast-growing eastern division.

Construction contracts have been signed, and work has begun, with date of completion set for June, 1955.

The new headquarters will be located on an eight-acre site, and will house the company's distribution, construction, customer service, and customers' departments. More than 120 employees are expected to be based at the new facility.

In addition to four structures—office build-

ing, warehouse, garage, and locker—there will be 90 parking spaces for employees and 40 spaces for service trucks.

The office building will be air conditioned by two 25-ton gas units.

Canteen facilities and a display room will be provided.

## Register GAMA industrial gas equipment seal

**R**EGISTRATION of the "Signer Seal" of the industrial gas equipment division of the Gas Appliance Manufacturers Association as a trade mark has been announced by J. H. Sands, chairman of the division.

The seal, which may be used by member companies on their products, letterheads, labels, name plates, etc., and in advertising, indicates that the manufacturer agrees to comply with the division's self-imposed code of

ethics; which calls for "the highest standards of safety, performance and durability" in industrial gas equipment.

Mr. Sands said the seal has been registered with the U. S. Commissioner of Patents.

## Announce conversion

**I**NITIAL ACTION toward providing natural gas to the principal communities of Pennsylvania's Columbia, Northumberland, Snyder, Montour and Lycoming Counties was taken in Wilkes-Barre by Scranton-Spring Brook Water Service Company officials when they contracted with Shriver Gas Conversions, Inc., of Independence, Iowa, to adjust all gas-consuming appliances in the area at a cost to the utility firm of approximately \$500,000. Permission to introduce natural gas into this area was granted last Monday by the Pennsylvania Public Utility Commission.

Rulison Evans, board chairman and president of the Scranton-Spring Brook Company, emphasized that the adaptation of all gas appliances in the company's Susquehanna division will be made without cost to the gas consumers with all the expense being assumed by the utility firm.

Mr. Evans expressed the hope that the conversion task can be completed not later than March 1.

## Industrial Gas Council meets in Chicago

**H**ELD DURING the same week as the National Metal Exposition, the Midwest Industrial Gas Council attracted an unusually large audience to its meeting in Chicago on November 4.

After a business meeting, an invitation to attend the Metal Show was extended by American Society of Metals Vice-president, Adolph O. Schaefer.

Principal speakers at the Industrial Gas Council meeting were: Charles E. Newman, who presented the Surface Combustion Corporation's color film "Genie of the Flame"; R. J. Reed, North American Manufacturing Co., who spoke on "Selecting Dual Fuel Burners Where Oil Standby is Required"; Bert Robb, director of Michigan State Waterways Commission, whose topic was "The St. Lawrence Seaway"; and George Hamilton, Jr., general supervisor, U.S. Steel Co., Gary, Ind., who talked about "The Use of Industrial Fuel in Steel Plants".



William Riach Jr., Midwest Industrial Gas Council chairman (l.), discusses St. Lawrence Seaway project with speaker Bert Robb

# Highlights of cases before Federal Power Commission

Bureau of Statistics  
American Gas Association

## Rate Cases

● **Alabama-Tennessee Natural Gas Company:** The FPC has granted Alabama-Tennessee authority to withdraw a proposed \$106,000 or 8.3 percent increase in wholesale natural gas rates to 13 customers in Alabama, Tennessee and Mississippi. Alabama-Tennessee had based its proposed new rates on a \$13.6 million annual increase filed by its supplier, Tennessee Gas Transmission. The latter company received FPC permission to withdraw its proposed increase last September 10.

● **Cities Service Gas Company:** The FPC has issued an order making effective as of September 23 a suspended wholesale natural gas rate increase proposed by Cities Service, provided the company files a written agreement to refund any portion of the increase subsequently disallowed by the FPC. The proposed increase was suspended on April 22 and amounted to \$9.6 million. The higher rates affect about 50 wholesale customers in Texas, Oklahoma, Kansas, Nebraska and Missouri.

● **El Paso Natural Gas Company:** The company has filed a proposed \$18.1 million or 15 percent annual wholesale natural gas rate increase with the FPC. The proposed increase is in addition to a \$15.3 million increase which the company is currently collecting subject to refund. El Paso, which is seeking a 6½ percent rate of return, bases its requests on increases in the costs of purchased gas and on an increase in the return on additional investments in plant and associated taxes. The new rates would affect 29 wholesale customers in California, Arizona, New Mexico and Texas.

● **Lake Shore Pipeline Company:** The FPC has issued an order authorizing Lake Shore Pipeline to withdraw a proposed \$114,000 per year wholesale natural gas rate increase which has been under suspension since last July. Lake Shore originally submitted the proposed increase to pass on the higher rates proposed by its supplier, Tennessee Gas Transmission. On September 10, Tennessee Gas Transmission received FPC permission to withdraw its rate increase.

● **Southern Natural Gas Company:** The FPC has suspended \$6.5 million of a proposed \$7.0 million, or 17.4 percent, annual wholesale natural gas rate increase filed by the company last month. The Commission ruled that about \$485,000 of the proposed increase will be applicable to sales for resale for industrial use only and therefore not subject to suspension under the Natural Gas Act. The rate increase would affect more than 40 wholesale customers in Alabama, Georgia and South Carolina.

● **Tennessee Gas Transmission Company:** The company has filed a proposed \$9.8 mil-

lion, or 7.7 percent, annual increase in wholesale natural gas rates with the FPC. The proposed increase to be effective as of November 3, is in substitution for a \$1.1 million per year increase filed on October 18, 1954. Tennessee Gas said that the higher rates were necessary to compensate for increases in the cost of gas purchased from independent natural gas producers. The increase would affect approximately 70 wholesale customers in Connecticut, Kentucky, Louisiana, Massachusetts, Mississippi, New Hampshire, New York, Ohio, Pennsylvania, Rhode Island, Tennessee and West Virginia.

● **Tennessee Natural Gas Lines, Inc.:** The FPC has issued an order authorizing Tennessee Natural to withdraw a proposed \$314 thousand or 12.8 percent annual increase in wholesale natural gas rates to its only resale customer, Nashville Gas Company. Tennessee Natural based its original proposed rates on an increase filed by its supplier, Tennessee Gas Transmission, which on September 10 received FPC permission to withdraw its proposed increase.

● **Texas Illinois Natural Gas Pipeline Company:** FPC Chief Presiding Examiner Edward B. Marsh has directed company to file new rates within 30 days reducing the originally proposed \$5.9 million annual wholesale natural gas rate increase by \$2.9 million. Texas Illinois filed its proposed \$5.9 million, or 15.2 percent, increase in June of 1953 and it has been in effect since January 1, 1954, subject to refund. The lower rates ordered by the examiner are to be effective as of that date.

The decision, subject to review by the Commission, requires Texas Illinois to refund to its wholesale customers the difference between rates it has been collecting subject to refund and those allowed by the examiner. In determining the rate of return to be allowed, the examiner concluded that a six percent return was "fair and reasonable". The company had contended that it was entitled to at least a 6½ percent rate of return, while the FPC staff had recommended 5½ percent.

Texas Illinois stated that it has contracted to buy approximately 85 million cubic feet of gas per day from producers in the La Gloria Field in Texas. However, the company estimated that its purchases in the La Gloria area would be deficient by about 50 million cubic feet per day during 1954 and that it would thus be necessary to make spot purchases of higher priced gas. Examiner Marsh therefore conditioned his decision to allow rates based on the estimated deficiency but to provide for appropriate further refunds to Texas Illinois' customers in the event total deliveries from the La Gloria area exceed 35 million cubic feet per day.

● **Transcontinental Gas Pipeline Company:** The company has filed a proposed \$3.2 million, or 5.4 percent, annual increase in wholesale natural gas rates. Transco said

that the higher rates were necessary to compensate for increases in the cost of gas purchased from independent natural gas producers. The increased rates would affect about 60 wholesale customers in New York, New Jersey, Pennsylvania, Maryland, Virginia, North Carolina, South Carolina, Georgia and Alabama. Transco's originally proposed \$5.7 million annual rate increase, which was suspended by the FPC on May 27, had been withdrawn by the company on September 22, 1954.

The FPC has recently issued orders suspending a number of rate increases proposed by independent natural gas producers for sales to interstate pipeline companies. All of the proposed increases are based on escalation clauses or favored nation provisions in the gas purchase contract. In each instance the FPC said that the proposed increase "may be unjust, unreasonable, and otherwise unlawful". Hearing dates will be set by further orders.

The producers whose increases were suspended, the annual amounts of the increases, and the pipeline companies affected are: Bel Oil Corporation, \$118,307 to Transcontinental Gas Pipeline; Bridwell Oil Company, \$14,000 to Tennessee Gas Transmission; Christie, Mitchell & Mitchell, \$48,000 to Cities Service; Delta Gulf Drilling Company, \$2,678 to Trunkline Gas; Humble Oil Development Company, \$21,599 to Texas Eastern Transmission; M. H. Marr, \$2,400 to Mississippi River Fuel; Mayfair Minerals Incorporated and Taylor Oil & Gas Company, \$30,767 to Trunkline Gas; Arnold O. Morgan, \$24,000 to Tennessee Gas Transmission; Phillips Petroleum Co., \$178,784; Union Oil Company of California, \$2,465,000 to Transcontinental Gas Pipeline; and Wunderlich Development Company, \$43,800 to Cities Service Gas Company.

## Certificate cases

● **Cities Service Gas Company:** The FPC has granted company authority to install three 1,350 horsepower compressor units at its Welda compressor station, construct six miles of 4, 6 and 16-inch pipeline in the Colony, South Welda and North Welda storage fields, and drill approximately 55 injection and withdrawal wells in these same three fields. The estimated cost of this project is \$1.4 million. These facilities will enable Cities Service to maintain firm service during the 1954-55 heating season in the Kansas City, Kansas and Missouri areas.

● **Ohio Fuel Gas Company:** The FPC has authorized the company to build 28 miles of new pipeline and a 140-horsepower compressor unit at an existing Ohio station. The new facilities, designed to parallel or replace sections of existing line, will cost about \$833,000. In another authorization order, Ohio Fuel will construct about 11 miles of 20-inch pipeline in Hocking and Fairfield Counties, in the company's Benton storage

area, and an 880-horsepower compressor station in the Guernsey storage area. The estimated cost of the facilities is \$942,000.

● **Texas Eastern Transmission Corporation and New York State Natural Gas Corporation** have requested authority from the FPC to construct and operate jointly additional field pipelines and to connect additional wells in the Murrsville pool. The two companies intend to acquire a 2,000 horsepower field gathering compressor station from The Peoples Natural Gas Company and to install an additional 1,980 horsepower at this station. Total estimated cost of the project is \$726,000, and in addition the companies would pay \$434,000 to Peoples for the compressor station.

Texas Eastern and New York State Natural were granted an FPC certificate in November of 1950 for the development of the Oakford storage project. The FPC subsequently authorized the two companies to work on 162 additional wells in the Murrsville pool. In their new application, the companies said that because of the migration of gas into the southern portions of the Murrsville pool, the effective storage area will be considerably larger than contemplated, with pressures substantially lower than originally anticipated. By extending the field pipeline system into the southern portion of the pool, and by operating the field station near the center of the pool, the companies contend that they would be able to obtain their originally planned results.

● **Transcontinental Gas Pipeline Corporation and Tennessee Gas Transmission Company** have filed a proposed settlement with the FPC agreeing to compromise competing applications to serve six customers in the New York-New Jersey market area. Tennessee last January filed an application requesting authorization to construct and operate natural gas transmission facilities to provide additional service to existing customers and to serve new customers in New Jersey and Metropolitan New York. Transcontinental filed a competing application in which it sought authorization to build and

operate pipeline facilities to enable it to increase by 93,490,000 cubic feet per day natural gas deliveries to customers in the same area.

Under the proposed agreement, Tennessee would deliver the following daily quantities of firm gas: Brooklyn Union, 20,000,000 cubic feet; Consolidated Edison, 25,000,000 cubic feet; Long Island Lighting, 5,000,000 cubic feet; Public Service Electric and Gas, 25,000,000 cubic feet. The settlement also provides an option through which the four customer companies could purchase fixed quantities of "storage option" gas from Tennessee's existing and proposed new storage fields in Pennsylvania and New York.

Five customer companies would, under the compromise plan, buy the following additional daily quantities of firm gas from Transcontinental: Brooklyn Borough, 1,000,000 cubic feet; Brooklyn Union, 5,000,000 cubic feet; Consolidated Edison, 5,000,000 cubic feet; Kings County, 500,000 cubic feet; Public Service, 25,000,000 cubic feet.

The agreement specifies that Transcontinental will construct a 24-inch pipeline extending from a point to be located on Tennessee's proposed Hebron, Pa.-Greenwich, Conn., line, to a point of connection with Transcontinental's existing 30-inch pipeline near Paramus, N. J. Tennessee has agreed not to construct a lateral line which it had proposed to build from a point on its proposed Hebron-Greenwich line to a point at or near Harrison, N. J.

Transcontinental would transport for Tennessee, through this joint interconnection, up to 25,000,000 cubic feet of firm pipeline gas per day and up to 30,000,000 cubic feet of storage gas daily for delivery to Public Service. Transcontinental would also transport for Tennessee, through its existing 10-inch lateral line, gas to Public Service's Paterson Works. Tennessee would pay Transcontinental a transportation fee totaling \$200,000 per year for this service.

In other actions the FPC has issued orders exempting 47 companies and partially exempting two others from its jurisdiction

under Section 1 (c) of the Natural Gas Act (the Hinshaw Amendment). This section became effective last March 27. It provides that any company which purchases natural gas at or within a state boundary is exempted from the provisions of the Act if all of the gas so purchased is consumed within that state, and the rates, service and facilities are regulated by a state commission. The companies which have thus far been exempted are:

South Carolina Natural Gas Co.; Kings County Lighting Co.; San Diego Gas and Electric Co.; Southern California Gas Co.; Southern Counties Gas Co.; Frederick Gas Co., Maryland; Roanoke Pipeline Co.; Republic Light, Heat & Power Co.; Brockton-Taunton Gas Co.; Gas Lateral Co.; Public Service Electric & Gas Co.; Arizona Public Service Co.; Pacific Gas & Electric Co.; Coast Counties Gas & Electric Co.; Delta Natural Gas Co.; New York State Electric & Gas Co.; Commonwealth Natural Gas Co.; Central Illinois Public Service Co.; Hartford Gas Co.; United Gas Improvement Co.; Indiana Gas & Water Co., Inc.; Michigan Gas & Electric Co.; Corning Natural Gas Corporation.

Also, Allied Gas Co., Illinois; Public Service Co. of North Carolina; Connecticut Gas Co.; Pavilion Natural Gas Co.; East Ohio Gas Co.; Union Gas & Electric Co.; Michigan Gas Utilities Co.; Alabama Gas Corp.; Central Hudson Gas & Electric Co.; Consolidated Edison Co. of New York, Inc.; Brooklyn Union Gas Co.; Peoples Natural Gas Co., Pennsylvania; Wisconsin Southern Gas Co.; Georgia Gas Co.; Huntington Gas Co., Pennsylvania; Citizens Gas Co., Pennsylvania; Shippensburg Gas Co.; Bangor Gas Co.; Lawrenceburg Gas Co.; South Jersey Gas Co.; Mayfield Gas Co.; Niagara Mohawk Power Co.; Monarch Gas Co.; those facilities of Consolidated Gas Utilities Co. located in the southeastern section of Kansas; Northern Indiana Public Service Co.; and those facilities of California-Pacific Utilities Company which are located in Needles, California and the Henderson-Pitman areas in Nevada.

## New range line features revolutionary pilot light

**OLDTIME BELIEFS** that the top pilot light on a gas range throws off a noticeable amount of heat and adds considerably to the family's monthly gas bill have just been exploded by the announcement of a modified needle-point pilot by Magic Chef, Inc., St. Louis, Mo.

The new ignition system uses approximately

one-fourth as much gas (50 Btu compared to 200 Btu) as existing pilot lights. Range tops with the new system remain much cooler to touch when the top burners are not in use, and the flame will remain steady with direct rushes of air which might occur when a kitchen window or door is opened. Another advantage is its economy of operation, due

to the great reduction in gas consumption.

The construction of the pilot features a single strand of Nichrome wire coil thinner than a pin, shaped in a single loop over the almost invisible tiny bead of flame. This little coil of wire retains its heat on a constant level and is ready to ignite the burners at a twist of the burner knob.

## Pennsylvania utilities prepared for bigger winter demand

**NATURAL GAS** utilities in western Pennsylvania expect to deliver an average of 1,350 million cubic feet of gas daily during the 1954-55 heating season. This is nearly 7½ percent greater than actual average daily deliveries of 1,250 million cubic feet in the 1953-54 winter period, according to figures released by Pennsylvania Natural Gas Men's Association.

On the coldest winter day, however, gas load forecasters expect natural gas deliveries

to total approximately 2,300 million cubic feet, up 350 million cubic feet from last winter's peak of 1,950 million cubic feet. The difference is accounted for mainly by the fact that 80,000 additional homes and commercial buildings are using natural gas for space heating this winter.

Underground gas storage reserves will be more essential than ever in meeting this requirement. Both the total volume of natural gas in storage and the amount which can be

withdrawn to meet a sudden, sharp cold spell are at a record high, assuring that the industry can supply demands well in excess of the indicated daily and peak volumes.

Of the expected total average daily delivery, gas dispatchers estimate that 16 percent, or 200 million cubic feet, will be supplied from underground storage reserves that have been stockpiled in reconditioned old natural gas fields. Storage will supply the gas used to heat one in every three homes.



## Utility-public relations of major interest at PUA A meet

THE METHODS, aims and objectives of American Gas Association's newly enlarged public information program were explained in detail by its director, James M. Beall, at a meeting of the Public Utilities Advertising Association December 2-3. With the help of slides, Mr. Beall outlined the program at the Region 2 meeting in New York.

Mr. Beall was one member of a panel discussion "How Gas Goes to the Public!" Other members of the panel were: Vincent R. Fowler, vice-president, Bozell & Jacobs, Inc., who discussed the Independent Natural Gas Association of America public relation program; Eugene F. Martin, vice-president, Carl Byoir and Associates, who told of Gas Appliance Manufacturers Association's program; and William B. Hewson, vice-president, Brooklyn Union Gas Co., moderator.

In addition to the panel on gas industry public relations, the program spotlighted

Edgar H. Dixon, president of Middle South Utilities, Inc., who spoke on "The Dixon-Yates Contract". Other speakers and their topics were: S. C. Van Voorhis, General Electric Co., "Where Do We Go From Here?"; Philip Sporn, American Gas & Electric Co., "Development of Competitive Power"; Ed Herlihy, National Broadcasting Co., "Television Commercial Techniques"; C. Fred Westin, Public Service Electric & Gas Co., president, PUA A, "PUA A Today"; Robert Bridges, Cleveland Electric Illuminating Co., second vice-chairman, PUA A, "Regional Activities"; Robert Ginna, Rochester Gas & Electric Corp., "More Power from Niagara".

Also, panel discussions were held on the subjects "Where Do We Go From Here Electrically?" and "So You Know About Women?". Raymond C. Baker, Stephen Fitzgerald & Co., moderated the panel on electric progress, while panel members included: Col.

H. S. Bennion, vice-president and managing director, Edison Electric Institute; Edward R. Dunning, vice-president, N. W. Ayer & Son, Inc.; Stephen Fitzgerald, managing partner in the firm bearing his name; and Donald Hoover, president of Bozell & Jacobs. Clara Zillesen, past-president, PUA A, moderated the second panel, whose members were: Mrs. Denny Griswold, editor and publisher of *Public Relations News*; Mrs. Varick V. W. Stringham and Mrs. Fred Odell, both homemakers.

A special treat was a demonstration of National Broadcasting Company color television. Barry Wood of NBC was the speaker during this event.

Vernon E. Shepherd, Central Hudson Gas & Electric Corp., served as chairman of the meeting's Planning Committee. Mr. Shepherd serves this year as chairman of PUA A's Region 2.

## Tucson cathedral air conditioned with gas

WORSHIPPERS in Tucson, Arizona, enjoyed comfort as new as tomorrow when Monsignor Francis J. Green was consecrated auxiliary bishop of the Tucson diocese in the newly gas air-conditioned San Augustine Cathedral.

The Roman Catholic Cathedral, built at the turn of the present century, has thick walls and high ceilings which were designed to temper the Arizona heat as much as possible. Nevertheless, toward the end of the long Southwestern summer, temperatures inside any building tend to reach the 100-degree mark by noon and stay there until sundown.

The job of air conditioning the church started from scratch. There was no ductwork.

The building had been heated after a fashion by four floor furnaces, cooled in summer by electric fans.

Return air passages replaced floor furnaces. Up under each pew, right against its center support, a three-inch round pipe was thrust from an air supply chamber. Each of these pipes conducted air into a metal box nearly as long as the pew, and flowed out of the box through half-inch holes. There were ten supply pipes in the sanctuary, and two air handling units in the choir loft. They were so delicately adjusted that the flowing air didn't cause the flames of the altar candles to flicker.

In a small building, which had been used

for storage, two gas-fired steam boilers, two 25-ton water chillers, two condensate pumps and a circulating pump were installed. The chilled water was conveyed into coils into supply chambers inside the cathedral, the air was blown over the coils to carry coolness throughout the building.

The day of the consecration, the air conditioning system was ready for action. The day began with an outside temperature of almost 100 F. By 9 a.m., 1,200 persons were in the cathedral for the ceremony which was to last until noon. By 12 o'clock, the temperature outside was 106 F., the temperature inside a comfortable 81.

## Gas companies sponsor new programs for restaurant men

### a PAR activity

THREE dynamic, high-level educational programs for member companies to present before meetings of restaurant, hotel and volume feeding operators have been prepared by the Commercial Cooking Bureau of American Gas Association.

The educational programs, sponsored by the Association's Promotion, Advertising and Research Program, deal with costs—offer bedrock discussions on what makes extra net profit. The topics include "How To Put Your Payroll Cost in Your Menu Prices", "Restaurant Management Refresher Course", and "Dishwashing and Its Public

Health Problems".

The services of nationally-known experts from Michigan State College and from Horwath & Horwath, food and beverage consultants, are available to local groups through the project. Further information can be obtained from the Commercial Cooking Bureau, A. G. A. Headquarters.

## NACE annual meeting and short course

THE NATIONAL Association of Corrosion Engineers will hold its 11th Annual Conference in Chicago from March 7-11. Included in the program are a power and communications symposium and a chemical inhibitor symposium. In addition, two educational lectures on corrosion will highlight the four-day event.

The NACE also announces a two-day short course on pipeline corrosion fundamentals sponsored by the Houston Section, to be held January 20-21. The course will be conducted at the University of Houston, and is being planned for foremen, superintendents, field personnel and beginning corrosion engineers.

## SGA holds sales meet

E. F. DAVIS, Chattanooga Gas Co., served as sponsor of the Southern Gas Association Eastern Area Residential Sales Conference, in Savannah, on November 12.

The subjects discussed were extensive, of much interest and of value to the 25 sales executives and assistants who attended the conference. Agenda topics included selling built-in gas ranges, upgrading quality of ranges sold to apartment house owners, problems in merchandise deliveries and installations, ways to increase the present domestic loads, and ways to get more out of salesmen.

## Manufacturers announce new products

- Barber Gas Burner Co., Cleveland, announces two monoport burners featuring low initial cost, compact design and high efficiency. Designed for conversion and original equipment, one model (SNG 1-A) is being offered to heating contractors for

conversion appliances in residences.

- Hardwick Stove Co., Cleveland, Tenn., is producing new 30-inch range with 24-inch oven. Styled by designer Walter Biermann, range has perfect heat balance despite oven size.

## Bonnett retires after 31 years with Consolidated Edison

**LELAND B. BONNETT**, vice-president of Consolidated Edison Company of New York, Inc., has retired from the company after 31 years of service.

At the time of his retirement on December 1, Mr. Bonnett was in charge of design engineering which covers activities in the electrical and mechanical engineering fields. Over the years, planning, engineering, inventory, purchasing and stores operations have been directed by Mr. Bonnett.

Mr. Bonnett joined the Brooklyn Edison Co., later merged into Consolidated Edison, as inside plant engineer in 1923. During his first three years with Brooklyn Edison, he specialized in design work. In 1926 he took over purchasing and allied functions as purchasing agent of the company.

In 1938 Mr. Bonnett transferred to Consolidated Edison as assistant engineer of design and planning. In 1939 he was named engineer of design and planning; and in 1940 he became a vice-president of the company in charge of engineering, inventory, purchasing and stores.

As engineer of design and planning and as vice-president of Consolidated Edison, Mr. Bonnett has had a major responsibility since 1938 in planning, design and engineering connected with the company's post-war expansion program in which system electric stations have been modernized or enlarged and the new Astoria station has been built.

Throughout his utility career Mr. Bonnett has contributed to the work of many industry and government groups. He is a director of the American Gas Association and of

the Regional Plan Association of New York, and president of the Engineers Club of New York.

He is a fellow of the American Institute of Electrical Engineers and a member of the New York State Society of Professional Engineers and the American Society of Mechanical Engineers.

Mr. Bonnett was graduated from Syracuse University in 1910. Before he joined Brooklyn Edison he worked for General Electric Company.



L. B. Bonnett

## To head California PR

ON DECEMBER 1, Frank Sullivan, widely known California public relations executive has been named director of public relations for the Southern California Gas Co., Los Angeles. For the past year and a half, Mr. Sullivan has served the company as a consultant.

F. A. McCanlies, assistant vice-president for the company, will become assistant director of public relations. He will continue to handle the same public relations activities as in the past.

Prior to three years ago when he entered private practice, Mr. Sullivan served nine years as director of public relations, California Public Utilities Commission. The author of numerous articles in national magazines on utility public relations, and formerly an instructor in public relations at University of California Extension, Mr. Sullivan has directed many important California commercial and political campaigns.

## Chandler assumes Northern Illinois presidency

**MARVIN CHANDLER** has been elected president of Northern Illinois Gas Co., Chicago, to succeed H. P. Sedwick who has been named vice-chairman of the board of directors.

Mr. Chandler will leave his position as vice-president of Reis & Chandler, Inc., New York, nationally known public utility financial and investment consultants, to join Northern Illinois Gas. The new gas company was established last February to take over operation of the gas properties of the Public Service Company division of Commonwealth Edison Company.

Mr. Chandler is a graduate of Dartmouth College with a master's degree from the graduate school of business administration of Harvard University. Before establishing his own firm in 1943, he served as a security analyst with Poor's Publishing Co., Charles D. Barney & Co. and Barrett Associates, Inc.

He has also appeared as witness in rate

and other matters before federal and state courts and regulatory bodies. Included among his Illinois clients in recent years were Commonwealth Edison, Illinois Power Co., Central Illinois Public Service Co., The Peoples Gas Light & Coke Company and Illinois Bell Telephone Company.

A further step in the program to develop a full executive organization is the election as vice-president of E. D. Sheehan who has been an assistant vice-president. Mr. Sheehan, with increased responsibility, will have charge of operations under E. E. Lungren, executive vice-president of Northern Illinois Gas Company.



Marvin Chandler

## Northern States Power promotes Peckham

**HAROLD E. PECKHAM**, Northern States Power Co., St. Paul, has been promoted to the position of general superintendent of gas operations.

Mr. Peckham has had thirty-one years' experience in the gas industry.

He was graduated from the University of



Harold E. Peckham

Minnesota with a degree in mechanical engineering in 1923 and began working for the St. Paul Gas Light Company as a construction engineer in its gas operations department that year. Beginning in 1926, following consolidation of this company with Northern States Power Co., Mr. Peckham worked as a gas distribution engineer. In 1950 he was named superintendent of gas distribution for the St. Paul division. Mr. Peckham is secretary-treasurer of the Midwest Gas Association and is a former president of the organization. He is a member of American Gas Association.

## Walsh named secretary

**VINCENT J. WALSH** has been elected secretary of the Philadelphia Electric Company, succeeding V. A. Sommar, deceased. Mr. Walsh was employed by Philadelphia Electric in 1928, and in the following year was transferred to the secretary's office. At the time of his recent promotion, he was executive assistant to the secretary.

Mr. Walsh is a member of the American Gas Association, Pennsylvania Gas Association, Edison Electric Institute and Pennsylvania Electric Association.

## Hulcy leads National Conference on Highway Financing

**DECHARD A. HULCY**, president of Lone Star Gas Co., Dallas and a former president of American Gas Association, will serve as general chairman of the National Conference on Highway Financing, sponsored by the National Chamber of Commerce, to be held

in Washington, January 13-14. Mr. Hulcy is a director of the National Chamber. The conference will attract about 400 business and government highway experts from all parts of the country.

Discussion will center on methods of fi-

nancing President Eisenhower's proposed \$50 billion highway program; the role the federal government should play in toll road development, the amount of money that should go into the interstate system, and the aims of the program.

## H. Carl Wolf relinquishes A. G. A. post as managing director

**H.** CARL WOLF, managing director of American Gas Association since 1945, is relinquishing his position as active head of the Association's staff due to continued illness. He will, however, serve the Association in the capacity of a consultant as circumstances may require.

F. M. Banks, president of American Gas Association and of Southern California Gas

Co., Los Angeles, announced Mr. Wolf's decision in a letter to member companies on December 3.

The letter, in part, follows:

"It is with extreme regret that I have to inform you that H. Carl Wolf finds it necessary to give up the position of managing director of the Association which he has held with such distinction since 1945. As you know, Mr.

Wolf has been on leave of absence . . . since June 1. His doctors now advise that he should not attempt to resume active direction of the Association. . . ."

John W. West, Jr., who has been acting managing director during Mr. Wolf's absence, will continue in that capacity until the matter of a permanent appointment has been finally determined by the board of directors.

## Personal and otherwise

## Texas Eastern advances Hargrove and Smith

**J.** W. HARGROVE has been elected vice-president and B. P. Smith, Jr., has been elected treasurer of the Texas Eastern Transmission Corp., Shreveport. Mr. Hargrove joined Texas Eastern in 1947, and was elected assistant secretary and assistant treasurer in 1948. In 1950 he was elected secretary and assistant treasurer and in 1953 became secretary and treasurer of the company. Mr. Hargrove will retain the title and duties of secretary.

In his position of vice-president and secre-

tary he will manage the company's financing.

Mr. Smith joined Texas Eastern in 1948 as general auditor, holding that position until his election as treasurer. Prior to that time he was an employee of Panhandle Eastern Pipe Line Company. He is a member of the Mid-Continent Oil and Gas Association, the National Association of Cost Accountants and is a member and past-chairman of the tax committees of both the American Gas Association and the Independent Natural Gas Association of America.

## Smoker and McElroy win promotions at UGI as Long retires

**T**HE UNITED Gas Improvement Company has announced that Walter E. Long will retire as president and member of the board of directors on December 31, after more than fifty years of service with U.G.I. and its former subsidiary, Philadelphia Electric Company. He will be succeeded by Edward H. Smoker, now vice-president in charge of operations. W. D. McElroy will be operating manager.

Mr. Long joined Philadelphia Electric Company in 1904 and was vice-president in 1928 when Philadelphia Electric Company was acquired by U.G.I. He then became vice-president of U.G.I., and in 1943 was elected its president and a director. During his years as president the company went through the intricate steps necessary to comply with the provisions of the Public Utility Holding Company Act, as a result of which the company has now become an operating utility, instead of a holding company, with divisions in Philadelphia and in many other of the large cities

in the eastern part of Pennsylvania. Mr. Long is an active member of American Gas Association.

Mr. Smoker is a graduate of Franklin and Marshall College and received his master's and doctor's degrees from the University of Cincinnati. He entered the employ of U.G.I. in 1930 as a research chemist and had held various positions with the company until his appointment in 1950 as operating manager. He was elected vice-president in charge of operations in 1953. He is a member of the American Gas Association, Pennsylvania Gas Association, American Chemical Society and the American Institute of Chemical Engineers.

Mr. McElroy started with U.G.I. in 1928 as a technician in the physical laboratory, and had been manager of the physical laboratory and plant superintendent for U.G.I. and the Ugit Sales Corporation until 1945. From 1945 until 1950 he had been with the Pennsylvania Industrial Chemical Corporation and the Pittsburgh Consolidation Coal Company.



E. H. Smoker



W. E. Long

He returned to U.G.I. employment in 1950 as engineer in the operating department. He is a graduate of West Virginia University, from which he received his bachelor's and master's degrees in chemical engineering. He is a member of the American Gas Association, Pennsylvania Gas Association, American Chemical Society and American Institute of Chemical Engineers.

## Francis succeeds Madsen at Northern Natural

**B.** YRON E. FRANCIS has been named chief engineer, Northern Natural Gas Co., Omaha. He succeeds Martin C. Madsen who died September 4. As Northern's chief engineer, Mr. Francis will be in charge of field, compressor and pipeline engineering on Northern's 8,000 mile pipeline system and will



Byron E. Francis

have a total of 150 employees under his direction.

Mr. Francis, who joined Northern in 1939, was appointed assistant to Vice-president J. T. Innis in 1942. The following year he was commissioned as an officer in the U. S. Navy, serving until his discharge in 1946, when he returned to Northern. From August, 1952 to June, 1953 he was in Washington, D. C. on a leave of absence serving as assistant to the director of Gas Facilities Division of the Petroleum Administration for Defense.

Mr. Francis was graduated from the University of Nebraska in 1931 with a Bachelor of Science degree in electrical engineering.

## Auldridge replaces Grozier

**L.** AWRENCE R. AULDRIDGE, former overnight editor with the International News Service, Washington, D. C., has joined the public information bureau, American Gas Association. He replaced David F. Grozier who resigned to join Bozell & Jacobs, Inc.

Mr. Auldridge attended Ohio State University and spent three and one-half years in reporting and editorial work with the Urbana, Ohio, daily newspaper. He served more than three years with the Columbus, Ohio, bureau of International News Service. Mr. Auldridge also has served with the New York bureau for INS and has done publicity and public relations work on community projects.



## New gas company in South

LOUISIANA POWER & Light Company has formed a subsidiary company and subject to the necessary regulatory approvals will transfer to this new company all of its gas and water properties. The new company, known as the Louisiana Gas Service Corp., is the outgrowth of an order by the Securities and Exchange Commission calling for the Louisiana utility company to dispose of its non-electric properties. The commission order was issued under the authority of the Public Utility Holding Act.

After regulatory approvals, all of the company's non-electric properties will be transferred to the new corporation in exchange for cash and capital stock of the Louisiana Gas Service Corporation. The new organization will be staffed from existing personnel of Louisiana Power & Light Company. Officers will be: W. O. Turner, president, G. C. Rawls, vice-president and A. E. Elliott, secretary-treasurer.

## A. G. A. Board of Directors holds first meeting



American Gas Association's 1955 Board of Directors meets at Association Headquarters in New York for its first meeting, to plot the course for the year to come. Seated at head of table is F. M. Banks, president of the Association and president of the Southern California Gas Co., Los Angeles, California

## Names in the news—a roundup of promotions and appointments

### UTILITIES AND PIPELINES

JOHN J. TUOHY and HOWARD B. WAKEMAN have been named vice-presidents of Long Island Lighting Co., Mineola, New York. Mr. Tuohy, formerly assistant to the president, will be in charge of sales and promotion, advertising and publicity, employee relations and administrative services. Mr. Wakeman, formerly assistant vice-president and customer relations manager, will be in charge of commercial affairs and community relations.

Northern Illinois Gas Co., Chicago, has elected an assistant treasurer and treasurer. LUSTER L. STARRETT, formerly division commercial manager, Commonwealth Edison Co., is the new treasurer and CHARLES W. DANIELS, division supervisor of general service, is now assistant treasurer. D. ROBERT BOWER, who had been treasurer of both Commonwealth Edison and Northern Illinois, relinquishes his duties with the latter.

LEON ZUCKERMAN, public relations counsel, has been appointed director of public relations, New Jersey Natural Gas Co., Asbury Park. Mr. Zuckerman was a member of the staff of the *Asbury Park Press* for many years before starting his own firm last year.

JOHN H. MACKENZIE has been named assistant treasurer of The United Gas Improvement Co., Philadelphia, to succeed EARNEST MACMORRIS, who is retiring from that office after 59 years of service with the company. Mr. MacMorris will continue, however, as assistant secretary. KENNETH B. ANDERSON has been named general counsel to succeed GARFIELD SCOTT, who is retiring on December 31.

EDWARD J. ROMMEL is now acting commercial manager, The Dayton Power and Light Company, succeeding LEONARD M. HOLMES, a veteran of more than 21 years with the company.

J. G. DIERKES has severed his connection with the Incineration Division of Bowser, Inc., Cairo, Illinois. Mr. Dierkes was president of the concern.

ROBERT H. MAHON has been appointed purchasing agent, Colorado Interstate Gas Co., Colorado Springs. He replaces C. S. Thompson, former director of procurement, who has been named director of office management.

Lone Star Gas Co., Dallas, announces several promotions. CHARLES G. BARNDT has been appointed director of sales and promotion, a new position created as part of an extensive reorganization program to increase the effectiveness of the company's merchandising and promotional activities. At the same time, J. M. LYNN, JR., was named general sales and promotion manager for the Dallas division, ARDMORE HEALY was appointed to the same position in Fort Worth, and JOHN PERRYMAN in Abilene. In addition, J. B. REESE has been promoted to the position in Waco and BEN E.

THOMPSON in Greenville. GEORGE F. PECK has been appointed superintendent of all distribution properties for the company in Oklahoma.

### MANUFACTURERS

N. B. KRAUSE has been named assistant to the president of the Detroit Michigan Stove Company. BERT D. REEDY has been appointed factory manager and Herman Griesel plant superintendent.

KENNETH O. DUPREE has been named general sales manager for Magic Chef Inc. He succeeds MARC W. PENDER, Mr. Dupree joined Magic Chef in 1937 and has been southeastern division sales manager since 1945.

## Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Showing the Ownership, Management and Circulation of

American Gas Association Monthly published monthly, except for July and August, Bi-monthly then; at Brattleboro, Vermont for October 1, 1954.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, American Gas Association, Inc., 420 Lexington Ave., New York 17, N. Y.; Editor, Vaughan O'Brien, 420 Lexington Ave., New York 17, N. Y.; Managing editor, None; Business manager, None.

2. The owner is: American Gas Association, 420 Lexington Ave., New York 17, N. Y.; President: Earl H. Eacker; 1st Vice President: F. M. Banks; 2nd Vice President: Dean H. Mitchell; Treasurer: Vincent T. Miles; Assistant Treasurer: James F. Daly; Managing Director: H. Carl Wolf; Secretary: Kurwin R. Boyes (all of 420 Lexington Ave., New York 17, N. Y.).

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

VAUGHAN O'BRIEN, Editor.

Sworn to and subscribed before me this 23rd day of September, 1954.

LAWRENCE P. BROWN  
NOTARY PUBLIC, STATE OF NEW YORK  
No. 41-0453000  
Qualified with Queens County  
Certificates filed with  
County Clerk: Queens, New York  
Register: Queens, New York  
Commission Expires March 30, 1955

## Rutledge to lead Mid-West Conference

**PAUL B. RUTLEDGE**, coordinator of employee activities, Michigan-Wisconsin Pipe Line Co., Detroit, has been elected chairman of the American Gas Association Midwest Personnel Conference.

Other officers of the conference, elected for one-year terms are: Armond Harris, administrative assistant, Northern Natural Gas Co., Omaha, vice-chairman, and P. S. Hopkins, personnel director, Metropolitan Utilities District, Omaha,



P. B. Rutledge

secretary.

Mr. Rutledge has been a member of A. G. A. for the past four years and has been active in affairs of the Midwest Personnel Conference during that period. Last year he served as vice-chairman of this conference.

The A. G. A. Midwest Personnel Conference was organized in 1944 at the request of the Mid-West Gas Association, patterned after what is now the Employee Relations Section of the Southern Gas Association. Personnel executives from the midwestern region are welcome to meet with the conference group to exchange company experiences in industrial relations. They can be included in the mailing list of the A. G. A. Midwest Personnel Conference by writing the secretary, P. S. Hopkins, Metropolitan Utilities District, Omaha.

## Alta E. Evans honored with diamond pin

**MRS. ALTA EWALT EVANS**, director of advertising, publicity and employee relations, Southern Union Gas Co., Dallas, has been presented with the company's third diamond studded 25-year service pin.

Employed by Southern Union in 1929, Mrs. Evans was made director of the company's new advertising department in 1940. Today, she heads an advertising staff of 12 members and is editor of the company's magazine, *Southern*

*Union News*, which she initiated in 1934.

She is a past-president of the Society of Associated Industrial Editors and was the first woman ever to be president of the International Council of Industrial Editors. Mrs. Evans is also active in the affairs of American Gas Association, the Public Utilities Advertising Association, Southern Gas Association and Independent Natural Gas Association.

## Certificate to Hall

**ARTHUR L. HALL** has been awarded the certificate for completion of Part II in the American Gas Association's course in American Gas Practice. The course is conducted by Professor Jerome J. Morgan, consulting chemical engineer, under the auspices of A. G. A. It is divided into two parts: 1, production of manufactured gas; 2, and distribution and utilization of city gas.

Mr. Hall, gas fitter and gas dispatcher, New York State Electric & Gas Corp., received his education at Springfield (Mass.) College and Cleveland College of Western Reserve University. From the latter, he has a B.B.A. degree in industrial management.

## Vail named vice-president

**DONALD B. VAIL** has been elected vice-president of Commonwealth Services Inc., utility and industrial consulting firm.

Mr. Vail was formerly a vice-president of Irving Trust Company and joined the Commonwealth organization in 1950.

He is a graduate of Cornell and received his law degree from Harvard. He has been engaged in financial and banking fields, particularly work relating to public utilities. Mr. Vail is a member of A. G. A.



## Augustus P. Lewis

former superintendent of transportation and sales manager for the Central Illinois Electric and Gas Co., Rockford, Ill., died November 1 in South Bend, Ind., at the age of 74. During his long career as a utility official, Mr. Lewis served the Central Illinois Electric and Gas Company and predecessor companies in several capacities. He entered the utility business in 1926, and in 1937, became a member of the board of directors of Central Illinois Electric and Gas Company. He continued to serve on the board of directors from the time of his retirement until April, 1951.

Surviving are his widow, Alpha; a daughter, Mrs. Mary Hosea, of South Bend; a son,

Robert Lewis, of Rockford; four grandchildren and two brothers.

## Lester R. Michelsen

general storekeeper, The Peoples Gas Light and Coke Co., Chicago, died on November 9 at the age of 52. Mr. Michelsen had given more than 38 years of service to Peoples Gas. Starting as an office boy in 1916, he worked up to the position of stock clerk, record clerk, chief clerk, to his appointment as general storekeeper in 1942.

For the past nine years Mr. Michelsen was active in the affairs of the American Gas Association. He served as chairman of the Materials and Supplies Committee, Accounting Section, now the Purchasing and Stores Committee of the General Management Section. He was chairman of the Purchasing and Stores Committee's Compendium Subcommittee.

Mr. Michelsen is survived by his widow, Mrs. Adelaide White Michelsen and a sister.

## Thomas Holmes Sykes

president and chairman of the board of the Suffolk Gas Corp., and owner and president of the Nansemond Gas Corp., both located in Suffolk, Va., died suddenly September 2nd at the age of 51.

Mr. Sykes, a veteran of 29 years in the gas industry was known widely throughout the Eastern Seaboard. He began his career with Haverhill Gas Co., Massachusetts. In 1942, he came to Suffolk, Virginia as general manager of the Suffolk Gas Company.

The Nansemond Gas Corporation was formed to supply LP gas to rural areas. Wilfred C. Gatling, Jr., former office manager of the Suffolk Gas Corp., has been elected general manager of that company by the board of directors.

Nansemond Gas Corporation is under the direction of Mr. Sykes' widow, Mrs. Viola S. Sykes, as president and general manager.

## New A.G.A. members

### Gas Companies

Keokuk Gas Service Co., Keokuk, Iowa (C. B. Dushane, Jr., Pres.)  
Nevada Natural Gas Pipe Line Co., Las Vegas, Nev. (H. G. Laub, Pres.)  
Nevada Southern Gas Co., Las Vegas, Nev. (W. M. Laub, Pres.)

### Associate Members

Stanolind Oil and Gas Co., Tulsa, Okla. (D. B. Edwards, Sales Supt.)

### Manufacturer Companies

Adams Manufacturing Corp., Los Angeles, Calif. (R. C. Adams, Pres.)  
Associated Products, Beverly Hills, Calif. (Lee La Porte, Partner)

Dewey-Shepard Boiler Co., Indianapolis, Ind. (Robert B. Rhoads, Prop.)  
Elkhart Heater Corp., Elkhart, Ind. (Richard A. Tilmann, Pres.)  
Ko-Z-Aire Products, Inc., Baltimore, Md. (M. J. Donahue, Gen. Mgr.)  
McIntyre Engineering Co., Inc., South San Francisco, Calif. (W. C. McIntyre, Pres.)  
Peter Smith Heater Co., Detroit, Mich. (Procter Brevard, Chief Developmt. Engr.)  
Switson Industries Limited, Welland, Ont., Can. (H. E. Will, Sales Mgr.)

Henry Vann Industries, Inc., Clinton, N. C.  
(Walter F. Jackson, Gen. Mgr.)  
W. T. M. Manufacturing Co., Ripon, Wisc.  
(Joseph Toman, Vice Pres.)  
Westcott-Alexander, Inc., Madison, N. J.  
(W. T. Westcott, Pres.)

## Individual Members

Louis C. Baldacci, Jr., The Peoples Gas Light & Coke Co., Chicago, Ill.  
Richard L. Banks, Wholesale Supply, Inc., Portland, Ore.  
James M. Barnes, Consolidated Gas Electric Light & Power Co., Baltimore, Md.  
Albert Berkowitz, Consolidated Gas Electric Light & Power Co., Baltimore, Md.  
Samuel F. Berner, Kings County Lighting Co., Brooklyn, N. Y.  
James T. Butler, Kings County Lighting Co., Brooklyn, N. Y.  
Dale Cartter, Continental Water Heater Co., San Francisco, Calif.  
Roy Dahl, Kings County Lighting Co., Brooklyn, N. Y.  
William N. Darling, The Peoples Gas Light & Coke Co., Chicago, Ill.  
James M. Daschbach, Eastern Gas & Fuel Associates, Everett, Mass.  
J. Earl Davies, Mystic Valley Gas Co., Malden, Mass.  
Robert J. Detlefsen, The Peoples Gas Light & Coke Co., Chicago, Ill.  
D. A. English, Hale-Co Metal Products Ltd., Vancouver, B. C., Canada  
Eric L. Etherington, Calvin Bullock, New York, N. Y.  
Jay S. Forni, The George P. Forni Co., Emeryville, Calif.  
John E. Geesey, York County Gas Co., York, Pa.  
Robert J. Gilroy, Kings County Lighting Co., Brooklyn, N. Y.

Harold E. Greenlee, The Peoples Gas Light & Coke Co., Chicago, Ill.  
Irving Grossman, Kings County Lighting Co., Brooklyn, N. Y.  
R. D. Hale, Hale-Co Metal Products Ltd., Vancouver, B. C., Canada  
William J. Healy, De Laval Steam Turbine Co., Trenton, N. J.  
John A. Keleher, Transcontinental Gas Pipe Line Corp., Newark, N. J.  
Harry C. King, Vulcan Hart Manufacturing Co., Inc., Boston, Mass.  
Carl F. Koenig, III, De Laval Steam Turbine Co., Trenton, N. J.  
George K. Koernig, General Electric Co., San Francisco, Calif.  
George H. Landis, Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y.  
William J. Leonard, Kings County Lighting Co., Brooklyn, N. Y.  
Sylvan H. Lind, Kings County Lighting Co., Brooklyn, N. Y.  
Lawrence C. MacDaniel, Consolidated Gas Electric Light & Power Co., Baltimore, Md.  
W. Maleczek, Hale-Co Metal Products Ltd., Vancouver, B. C., Canada  
John Miller, Kings County Lighting Co., Brooklyn, N. Y.  
John T. Minahan, The George P. Forni Co., Emeryville, Calif.  
Thomas F. Morris, Kings County Lighting Co., Brooklyn, N. Y.  
Robert J. Mulligan, Haartz-Mason, Inc., Waretown, Mass.  
Robert J. Neubert, The Brooklyn Union Gas Co., Brooklyn, N. Y.  
H. W. Nelson, Pacific Gas & Electric Co., Redwood City, Calif.  
C. L. Parkhill, Engineering Consultant, San Marino, Calif.  
Harry Perlis, General Electric Co., San Francisco, Calif.

Charles E. Pforr, Consolidated Gas Electric Light & Power Co., Baltimore, Md.  
Ralph M. Plympton, Pandick Press, Inc., New York, N. Y.  
Arthur W. Pratt, United Gas Corp., New Iberia, La.  
Leo F. Rorke, Kings County Lighting Co., Brooklyn, N. Y.  
Leonard A. Rutley, Kings County Lighting Co., Brooklyn, N. Y.  
Donald T. Secor, United Natural Gas Co., Oil City, Pa.  
William J. Simione, New Haven Gas Co., New Haven, Conn.  
William J. Soika, The Peoples Gas Light & Coke Co., Chicago, Ill.  
Joseph A. Stein, Bacharach Industrial Instrument Co., Pittsburgh, Pa.  
John S. Sweetman, The Peoples Gas Light & Coke Co., Chicago, Ill.  
George F. Twigg, Jr., Kings County Lighting Co., Brooklyn, N. Y.  
John D. Van Norden, The American Meter Co. Inc., New York, N. Y.  
Carl H. Van Serke, Wisconsin Fuel & Light Co., Manitowoc, Wisc.  
Ernest P. West, Jr., Department of Public Utilities, Orangeburg, S. C.  
C. R. Wirth, Eclipse Fuel Engineering Co., Glendale, Calif.  
Will E. Worley, Texas Eastern Transmission Corp., Shreveport, La.  
Charles R. Worst, Texas Illinois Natural Gas Pipeline Co., Houston, Texas  
Franklin C. Wurster, The Peoples Gas Light & Coke Co., Chicago, Ill.  
Frank Yarosh, Philadelphia Gas Works Div., U. G. I. Co., Philadelphia, Pa.  
John J. Yeonopolus, Colorado Interstate Gas Co., Colorado Springs, Colo.  
John A. Young, Pacific Gas & Electric Co., Carpentia, Calif.

## Landing the load

(Continued from page 8)

and that dealers sold twice as many separate gas dryers as we did.

The gas Duomatic offers a wealth of buying motives. Typical owners like its ease and convenience, number of power rinses, lack of attention, time-saving, lack of handling of heavy wet clothes and its high air volume fluff-drying. All these add up to the requirements for a well conceived long range promotion campaign. This product can obtain and augment basic gas load of our industry.

If we establish a conservative estimate of 40 loads per month, we can determine the increase in basic load this equipment offers to the gas industry.

Drying (automatic ignition) .....590 cu. ft.  
Hot water  
Total use (40 loads x 15 gal./load) .. 600 gal.  
21% new load (600 x .21) .....126 gal.  
(formerly used outside laundry facilities)  
20% greater use of Duomatic than  
previous laundry equipment ..... 79 gal.

Increased hot water usage .....205 gal.  
Gain in waterheating load  
(205 x 1.5 cu. ft.) .....307 cu. ft.  
Total monthly gain in base load for  
each gas Duomatic .....897 cu. ft.

The above analysis indicates just how important a base load this equipment can develop. An increase of 900 cubic feet per month in any base load is good business, especially when this is not a seasonal load but a steady 12-month load year in and year out. This equipment will also reduce the Monday morning hot water and gas load peak demands because there is no "washday" with Duomatic equipment.

The use of this equipment will also provide a stimulant to automatic water-heater sales, high salesmen earnings and provide a new and profitable role for home service departments. This product can create dealer excitement and respect for gas as the modern, fast, economical automatic fuel. These appliances provide our industry with new prestige, new

glamour, new fuel acceptance, load protection and new base load building opportunities.

In retrospect, "The Twins Are One" and, in addition, each individual installation will be served by only one fuel. It is up to each of us singularly and collectively to make it gas.

The Milwaukee Gas Light Company feels that it has made an effective beginning in the promotion of this new wonder of modern gas service. The getting of this business for gas is now going forward; the gas company is obtaining this important base load, and the housewives of Milwaukee are enjoying the use of the eighth wonder of modern gas service.

## CHICAGO

Today the kitchen is the room that is most likely to determine the sale or non-



sale of a new home. Nine years of dream kitchens being featured every month in the leading women's magazines have made prospective home buyers extremely "kitchen conscious". Today Mrs. Home-maker is aware of what makes a good kitchen and desires her own new home just exactly that.

In order that builders can see the very same kitchens that Mrs. Prospective Home Buyer is seeing in the women's magazines each month, the American Gas Association is bringing 13 of these dream kitchens to the 1955 NAHB Convention in Chicago. These kitchens, which will be on the mezzanine and the lower exhibit level of the Conrad-Hilton and on the mezzanine of the Sherman, are exact duplications of prize-winning kitchens that will be appearing this Winter in magazines such as *Companion*, *McCall's*, the *Journal*, *American Home*, and others.

Builders can see just exactly how these kitchens are planned, what color schemes women prefer and the latest pace setting gas appliances. These kitchens are not simply dreamed-up in ivory towers on Madison Avenue—they are a result of exhaustive surveys by and endless reader-mail to the largest circulation group of magazines in the world.

Many builders will recognize the famous pink and pumpkin *Companion*-Republic Steel Kitchen featured in the NAHB film, "A Word to the Wives". Millions of potential home buyers across the country have seen this new home kitchen on TV and at private showings. This kitchen features the "S" look in kitchens with dining at one end, kitchen in the middle and a laundry-utility at the far end.

Next to this on the Hilton mezzanine will be a kitchen-laundry by *Ladies' Home Journal* and Republic Steel which uses medium blue cabinets, white lighting, and plum harlequin pattern floor covering. That the *Journal's* rather startling use of color has a great deal of feminine appeal is evidenced by their more than five million circulation.

*Woman's Home Companion*—Geneva have worked out a kitchen-laundry-utility area that even includes gas all-year air conditioning yet is sound conditioned throughout. Soundproof material is used on the walls, ceiling and floor to assure real "Peace and Quiet".

*Household*—Lyon enlisted the aid of one of the East's leading architects to design a kitchen which has an adjacent but separate laundry area on one side and a glassed-in dining area on the other. This kitchen, like most of the other modern feminine sales-appeal kitchens of today, uses decorator colors extensively.

Mutschler Bros. in cooperation with *Home Maintenance & Improvement* have built a compact kitchen-laundry area which will preview for the first time a new space-saving appliance development—the Whirlpool washer with the gas dryer built over the washer.

*Better Living*—Tracy will show a kitchen-laundry especially designed for young people. The washer-dryer combination, water heater and water softener along one wall will disappear behind pink folding doors leaving the kitchen and dining one compact area. This kitchen will show builders for the first time Tracy's new "Pic-A-Dor" cabinets which are ideal for new decorator color schemes women are so interested in. The cabinets can be painted any color or covered with any high style fabric.

*American Home*—Mengel will present the "Bluebonnet Kitchen" especially designed for Southwestern living. Adaptable for any ranch style home, this kitchen-dining area has an ever-popular indoor gas barbecue unit built in a brick wall at one end of the dining area. Colored glass jalousies and a papered ceiling further point up the modern yet western flavor of this kitchen.

*Better Homes & Gardens*—Youngstown are presenting the "copper-light" kitchen and laundry. Adequate lighting of the modern kitchen is emphasized by lighting built under the cabinets as well as into the soffit over the cabinets behind a copper wicker grill. A copper gas re-

frigerator and built-in range plus copper-finished cypress accentuate the white streamlined cabinets.

## PHILADELPHIA

The Philadelphia Gas Works is currently showing a colorful new exhibit of 11 complete kitchens and laundries, on the first floor of the U. G. I. Building. The "Parade of Kitchens" came directly from the American Gas Association Convention in Atlantic City for its first and only public showing, which will continue until the end of the year.

Thousands of Philadelphians have visited the exhibit which features, in addition to the latest in kitchen cabinets and accessories, the 1955 models of Matchless gas built-in ranges, gas refrigerators, automatic gas water heaters, and gas clothes dryers.

Each of the kitchen exhibits is taken from feature articles by home decoration editors of the nation's leading home magazines. Decoration themes range from the "Candy Stick Kitchen" to a "Peace and Quiet Kitchen" with noise-control features.

James O. Nichols, sales manager of PGW, welcomed early visitors to the exhibit and pointed out striking examples of the latest developments in color, arrangement, decoration and equipment. "The 'heart' of many of these dream kitchens," he said, "is the new Matchless 'built-in' gas range. Top burners can be placed anywhere on the counter top at the convenience of the housewife. Eye-level chrome oven and broiler units are likewise easily installed anywhere in the kitchen, and in either wood or steel cabinets."

"The editors and manufacturers who designed these kitchens are to be congratulated on their vision in making available to the public functional ideas that are outstanding examples of modern kitchen planning," Mr. Nichols said. "PGW is grateful to all who participated in the exhibit for their fine support in helping us present it to Philadelphians."

## New Code

(Continued from page 24)

The new law makes two important changes with respect to dividends received by individuals. It excludes from gross income the first \$50 of dividend income received from a domestic corpo-

ration. On a joint return the exclusion will be \$100, if husband and wife each receive dividends of \$50 or more. In a community property state the exclusion will be \$100 on a joint return regardless of which spouse receives the dividends.

Second, it allows a credit against tax liability of four percent of dividends re-

ceived (after July 31) in excess of \$50.

Bill receives dividends of \$100 in 1955. The first \$50 will be excluded from gross income; the balance of \$50 will be included in taxable income. However, he will be allowed a credit of \$2.00, that is, four percent of \$50, against his tax liability. Bill might be

well advised to transfer a part of his stock holdings to his wife, since the exclusion feature would save his entire tax.

Under prior law, retired individuals whose retirement income consisted entirely of Social Security payments, which are non-taxable, enjoyed an advantage over those whose retirement income consisted principally of interest, dividends, rents, and payments of like nature. The new Code includes a provision which in effect, exempts retirement income of any type up to \$1,200 received by individuals who are 65 or over. It also extends this exemption to persons under 65 who retire under a public retirement system.

Equalization of tax treatment of retirement incomes is provided through a requirement that the newly-exempt \$1,200 of annual retirement income must be reduced by Social Security benefits and by any compensation in excess of \$900 received for personal services rendered by the retired taxpayer.

Of course, so far as our friend Bill Smith is concerned, this new provision will be of no help to him, since being in covered employment, his annual Social Security benefits, plus those of his wife, will in all probability exceed \$1,200.

This deduction has been liberalized so that Bill may now deduct medical expenses paid in excess of three percent (instead of five percent) of adjusted gross income. The cost of drugs and medicines in excess of one percent of adjusted gross income may be included in medical expenses. Also, the former ceiling of \$1,250 for a single person, with a maximum of \$5,000 for a family, is doubled.

The three percent limitation would not apply to Bill if either he or Mary were 65 or over. However, the one percent limitation on drugs and medicines would apply.

If Bill takes a trip to Florida for medical reasons, he may now count as medical expenses only the cost of transportation; the cost of his meals and lodging (regardless of how sick he thinks he is or his doctor says he is) may no longer be counted as medical expenses. In addition, the amount Bill pays for transportation must be both "primarily for and essential to medical care". This provision is intended to make it more difficult for Bill to take "vacation" travel as medical expense.

One other important change with respect to medical expenses is that with

respect to the payment of such expenses after the taxpayer's death. Medical expenses paid by the estate within one year after death are now deductible on the return for the year in which they were incurred.

Well, poor Bill Smith finally passes on late one taxable year, after a lengthy and expensive illness. Mary, being very upset, and with their joint bank account frozen, fails to get the hospital and doctors' bills paid by the close of the year.

If Bill's estate pays the bills within one year from date of his death, Mary may consider such payments as medical expenses for the year in which Bill died. No help to Bill, but a break for Mary.

Now that we have poor old Bill Smith en route to the utility accountants' heaven, and have arranged to have his final medical expenses allowed as a deduction on his last tax return, the new Code has probably done about all it can for him.

### Changes for employer

So let's see how it has been affecting the operations of his former employer, Beleaguered Utilities, Inc., all this time.

At this point I must inject a painful note by reminding you that the new Code adds 1.2 billion dollars to the corporate tax bill by increasing the tax rate from 47 percent to 52 percent for the period April 1, 1954 to March 31, 1955. As a partial offset, corporations are granted relief of \$536 million.

The final date for filing corporate returns remains the same—March 15th.

Under the new Code, corporations with an expected tax liability of over \$100,000 will be placed on a progressively pay-as-you-go basis. The percentage of tax payable in the current year is gradually increased. When fully effective in 1959, 25 percent of the estimated tax for that year will be payable on September 15, 1959, another 25 percent on December 15, 1959, and the remaining installments will be due on March 15 and June 15 of the following year.

This change in payment dates will have a very serious effect on the cash balance of all corporations having a tax liability of more than \$100,000 per year. The cash drain on Beleaguered Utilities can be easily computed—it will amount to 50 percent of its estimated tax liability for the year 1959.

Now I will summarize some of the relief provisions made available to corporations and then consider them one at a time. Before doing so, I would like to

point out that most of the so-called corporate relief provisions do not involve an actual loss of tax revenue—they merely shift the timing of deductions from one year to another.

	Estimated Savings (Millions)
Depreciation	\$300
Net operating loss	120
Methods of accounting	47
Consolidated return penalty—regulated public utilities	35
Depletion	34
<b>TOTAL</b>	<b>\$536</b>

The new Code provides for a liberalization of depreciation allowances, particularly with respect to *new* property first placed in use after December 31, 1953. The changes merely affect the timing of depreciation deductions and not the ultimate amount of depreciation to be deducted. Thus, *no* provision has been made for the allowance of so-called "economic depreciation".

The intent of Congress in granting such liberalization is clearly set forth in the report of the House and Senate Committees, as follows:

1. To help maintain the present high level of investment in plant and equipment.
2. To increase available working capital and materially aid growing businesses in the financing of their expansion.
3. To assist modernization and expansion of industrial capacity, with resulting economic growth, increased production, and a higher standard of living.
4. To permit small business and farmers to secure short-term loans which would not otherwise be available.
5. To give the economy added stimulus and resilience without departing from realistic standards of depreciation accounting.

The new Code continues to permit as a depreciation deduction a reasonable allowance for "exhaustion, wear and tear" and provides that depreciation allowances computed under any of the following methods are to be considered reasonable:

1. The straight-line method.
2. The declining-balance method, using a rate not in excess of twice the straight-line rate.
3. The sum-of-the-years' digits method.
4. Any other method consistently applied.

The use of the declining-balance

method or the sum-of-the-years' digits method is limited, however, to expenditures after December 31, 1953 for property having a useful life of at least three years. There is a further requirement that the property must be "new in use", that is, never before having been subject to depreciation.

A net operating loss may now be carried back two years, instead of one, and may be carried forward for five years. Thus, a span of eight years is provided in which such a loss may be recovered.

More important, however, are the changes made with regard to the required adjustments in computing the net operating loss deduction. Among these changes are:

1. The full amount of percentage depletion is deductible; thus, it will no longer be necessary to reduce the loss by the excess of percentage depletion over cost depletion.

2. The full 85 percent of dividends received from domestic corporations is deductible. The limitation based on net income does not apply to the loss year or to the year to which the loss is carried.

Since net operating loss deductions for 1952 and 1953 must be computed

under the 1939 Code, the full benefit of these changes will not be realized until 1956.

### Loopholes closed

Many of the rules with respect to carrybacks and carryovers are highly technical and complicated. Some of the changes are designed to close loopholes which existed under prior law. In general, a net operating loss will not be deductible if there is a 50 percent change in stock ownership and also a change in the type of business of the corporation.

The new law attempts to bring the tax treatment of income and deductions more nearly into line with sound business and accounting principles. It permits an accrual basis taxpayer to report prepaid income as earned and to make additions to reserves for expenses relating to the income of the taxable year.

Many people feel that this change presents an opportunity for corporations to obtain a double deduction in one year by claiming 1954 actual expenses and estimated reserves for 1954. Some of the items mentioned are: 1. Vacation pay. 2. Sick pay. 3. Cost of servicing guaranteed appliances. 4. Compensation claims. 5. Cost of plugging oil and gas wells as required by state laws.

The two percent penalty tax on the income of an affiliated group filing a consolidated return has been eliminated as to the income of regulated public utilities included in such a return.

Another change, and a very important one for some utility systems, is the reduction from 95 percent to 80 percent in the voting stock-ownership test for filing consolidated returns.

The new Code continues the present 27½ percent rate of percentage depletion for oil and gas wells and increases the rate on a variety of critical and strategic minerals produced from deposits within the United States. It also extends the benefits of percentage depletion to all nonmetallic minerals except "soil, sod, dirt, turf, water, mosses, or minerals from sea water, the air, or from similar inexhaustible sources".

The new law specifically provides that the intangible cost of drilling oil and gas wells may be deducted as incurred. An election to deduct such costs was previously granted by regulations, but its legality had been questioned by the Court of Appeals.

The new Code also provides that most oil and gas joint ventures are to be treated as partnerships and that such partnerships must elect whether to capitalize or expense intangible well costs.

## Safety training

(Continued from page 16)

quires closer consideration of the accident situation than many foremen might otherwise choose to give it. Quite frequently, foremen call for safety staff help in determining the basic cause of an accident. We feel that this offers another opportunity for further foreman training.

Regular monthly, all-day, foreman meetings are also used as a training medium through the exchange of ideas and the consideration of mutual problems. Some of these meetings are devoted to

field observations of new tools, equipment, or new work methods. Occasionally, men from other departments are asked to explain the details of related work; safety problems are discussed at frequent intervals; some meetings are devoted to what we call "refresher" instruction in the down-to-earth jobs performed by the workmen, such as welding. Staff men are called upon to give talks on production costs or general management policy questions.

Foremen are not "supermen" although they are sometimes expected to possess superman qualities. They are ex-

pected to know the rules and policies of the company they work for, and to enforce them. They are expected to be "leaders" of men; to possess the capacity to make quick and correct decisions in any emergency; to keep calm and patient even when sorely tried by inefficient or bungling workmen; to get full production; and above all, to maintain good "no-accident" records.

Not very many foremen are born with all these desirable qualities, but the majority of foremen will develop highly satisfactory abilities if given adequate instruction and training.

## Trade shows

(Continued from page 28)

Manufacturing Co., Chicago. This was a 60-gallon coffee urn which is made in several sizes up to 300-gallon capacity. Other items were their standard gas-fired steam jacketed kettles and a counter steam kettle.

One of the companies showing related equipment was Kewanee Industrial

Washer Corp., Kewanee, Ill., whose exhibit consisted of a self-contained gas-fired immersion type washer with provision for high temperature rinse.

Magic Chef, Inc., St. Louis, Mo., had a large display of stainless steel equipment including a deck oven and a super duty range battery with a broiler-oven combination and fry top, deep fat fryer, open top and two closed top sections.

Another new item at the hotel show

was the Trubake deck oven the manufacture of which was recently taken over by The Malleable Steel Range Mfg. Co., South Bend, Indiana. This oven makes use of both over and under firing of the baking decks for more uniform and efficient heat distribution. In addition, several items of their South Bend line were on display. In grey finish was a restaurant type range with a six burner open top griddle-broiler combination and two





1955

## JANUARY

- 13-20 •National Housewares & Home Appliance Exhibits, Chicago, Ill.  
16-20 •National Association of Home Builders Convention, Conrad Hilton Hotel, Chicago, Ill. (A. G. A. will exhibit)  
24-25 •Industrial Furnace Manufacturers Association, Detroit, Mich.  
24-26 •A. G. A. Home Service Workshop, Drake Hotel, Chicago, Ill.  
27-28 •Southern California Meter Association, Instrument Short Course, Los Angeles Harbor Junior College, Wilmington, Calif.  
28 •Pennsylvania Gas Association, Mid-Winter Sales Conference, Benjamin Franklin Hotel, Philadelphia, Pa.

## MARCH

- 7-9 •Mid-West Gas Association, St. Paul, Minn.  
7-11 •National Association of Corrosion Engineers, Chicago, Ill.  
21-23 •A. G. A. General Management Section, Spring Conference, Cincinnati, Ohio  
24-25 •New England Gas Association, Annual Meeting, Boston, Mass.  
24-25 •Oklahoma Utilities Association, annual meeting, Tulsa, Okla.

## APRIL

- 12-14 •A. G. A. Sales Conference on Industrial and Commercial Gas, Hotel Statler, Boston, Mass.  
12-15 •A. G. A. Distribution, Motor Vehicles and Corrosion Conference, Cincinnati, Ohio  
18-19 •A. G. A. Residential Gas Section, Eastern Natural Gas Regional Sales Conference, Hotel William Penn, Pittsburgh, Pa.  
19-21 •Southwestern Gas Measurement Short Course, University of Oklahoma, Norman, Okla.  
20-22 •Indiana Gas Association, Annual Meeting, French Lick, Ind.  
25-27 •Mid-West Regional Gas Sales Conference, Edgewater Beach Hotel, Chicago, Ill.  
25-27 •National Conference of Electric and Gas Utility Accountants, Conrad Hilton Hotel, Chicago, Ill.  
28-29 •A. G. A. Research and Utilization Conference, Hotel Statler, Cleveland, Ohio

## MAY

- 1-4 •LPGA Annual Convention, Conrad Hilton Hotel, Chicago, Ill.  
2-4 •U. S. Chamber of Commerce, Annual Meeting, Washington, D. C.  
2-6 •A. G. A. Industrial Gas School, William Penn Hotel, Pittsburgh, Pa.  
9-10 •A. G. A. Gas Supply, Transmission and Storage Conference, William Penn Hotel, Pittsburgh, Pa.

ovens. A similar but slightly smaller restaurant range in stainless steel was also shown.

A most important item in commercial cooking is the thermostat. An attractive lounge area featured the display of Robertshaw-Fulton Controls Co., Youngwood, Pa., where a large staff was always available for consultation.

Another and probably one of the most important phases of volume feeding is the problem of hot water for dishwashing and other cleaning purposes. Here the A. O. Smith Corp., Milwaukee, Wis., had on display several models of their gas-fired water heaters which will supply the two-temperature water for washing and sanitizing.

One of the busiest booths of the entire area was the A. G. A. Lounge where, through the courtesy of *Newsweek* magazine, an Associated Press news teletype machine was in continuous operation throughout the entire show period. Not only did thousands of visitors to the show stop for a glimpse of the latest news, but it also served as a major attraction for many of the exhibitors.

Once again what is becoming a tradi-

tion during Hotel Show Week was the 7th annual Commercial Gas Breakfast held at the Hotel Roosevelt. Here nearly 100 commercial gas men, manufacturers of commercial cooking equipment, representatives of publications in the volume feeding field and guests from hotel and restaurant associations came for breakfast and to hear the guest speaker Albert W. Stender, vice-president, Knott Hotels Corporation.

Mr. Stender recounted his early days in the hotel business when he served without pay while a student at the Hotel Training School in Hamburg, Germany, where he was an honor student. It was a far cry, he stated, from the old coal-fired ranges in the famous Atlantic Hotel, Hamburg, to the modern gas equipment the hotel man has to work with today. No getting up before sunrise to light the fires he said, the miracle of gas gave instant heat in any degree that was needed with today's efficient ranges. No more does the kitchen help have to work 18 or more hours a day to accomplish the same ends that can be done on one shift today—thanks to gas and what the gas industry has given the hotel business.

## Water heater safety

(Continued from page 9)

so that it is immersed directly in the hot-est water.

The report contains the recommendation that placement of the immersion type temperature relief device be (a) within the top six inches of the tank in the case of under-fired water heaters, (b) above the hot water inlet of a tank supplied by a side arm type water heater, and (c) above the topmost heating element of an electric water heater. Consideration should also be given to such factors as sedimentation, water hammer, size of device and discharge capacity, disposal of vented water or steam, etc., when selecting and installing a protective device.

Recommended locations for temperature and pressure sensitive elements of protective devices to cover field installations are illustrated in the report.

A comprehensive review of the report will provide much valuable information on the properties of contemporary control devices and their application, the fidelity of protective devices under conditions that may be encountered in service as well as a basic understanding of the

theoretical and practical aspect of the subject.

Organizations cooperating in this inter-industry investigation included the American Society of Mechanical Engineers, American Society of Sanitary Engineering, American Water Works Association, Gas Appliance Manufacturers Association, Institute of Boiler and Radiator Manufacturers, National Association of Plumbing Contractors, National Bureau of Casualty Underwriters, National Bureau of Standards—U. S. Dept. of Commerce, National Electrical Manufacturers Assn., National Safety Council, Home Safety Division and the American Gas Association.

Previously published data obtained from earlier studies under Project DGR-5-WH are contained in A. G. A. Laboratories Research Report No. 1151A, "Study and Observation of the Effectiveness of Temperature and Pressure Relief Devices and Emergency Gas Shut-Off Devices for Gas Water Heaters".

The 57-page report was prepared by C. H. Pountney, Jr., of the Laboratories research staff. Copies are available from the Laboratories or the Association for \$1.00 each.

# Personnel service

## SERVICES OFFERED

**Financial-Accounting Executive**—experienced in electric, gas, water, telephone utilities, seeks assignment as controller, treasurer or budget director. Skilled administrator, keen analyst. Thorough knowledge modern accounting techniques, IBM, auditing, finance, costs controls, budgets, systems and procedures, credits, insurance, taxes, pensions, government contacts. Harvard trained—business administration, accounting, financing, statistics, law. Can relocate, U.S. or abroad; knowledge languages. Available immediately. 1798.

**Natural Gas Engineer**—young, registered professional engineer with B.S. degree seeks challenging position with opportunity for professional development. Six years diversified experience in distribution design and construction. Prefer Southwestern location but would consider any location. 1792.

**Administrative Engineer**—B.S. in Chemical Engineering. Four years' engineering and supervisory experience with natural gas utility of approximately 17,000 meters. Desire similar position with a larger utility. Prefer middle-west and position with advancement potential and security. 1795.

**Combustion Engineer**—B.S. in Engineering. Presently employed as a combustion engineer at a steel plant in Canada. Desires position in industry or organization dealing with fuel. Canadian, married, two children. 1796.

**Administrative Assistant**—position desired that offers a promising future. Young, aggressive, capable and ready to assume responsibilities; college graduate with engineering and administrative management education; 3 years' experience in equipment manufacturing and valuation engineering. 1797.

**Sales Engineer**—Fifteen years' experience in

selling wide variety of gas appliances and equipment, principally industrial. Energetic, aggressive, hardworking executive desires position having advancement potential with appliance manufacturer or gas utility. Willing to relocate, but Eastern Seaboard preferred. 1796.

**Customer Service Manager**—operated customers service department and handled all utilization matters in 40,000 meter gas property for 16 years. Total gas utility experience 24 years. Coordinated conversion in 1949. Will consider any location U.S. but prefer Eastern half. Married. (46) 1799.

**Public Utility Engineer**—capable of planning and supervising preparation of rate and regulatory matters under management direction. Can personally testify before commissions and assist management in utility operations. Have comprehensive knowledge of public utility requirements and experience in processing matters before commissions and public bodies. Experienced in assistant to top management, consultation, contract negotiation and administration. 1800.

## POSITIONS OPEN

**Sales Manager**—for established eastern manufacturer of gas-fired boilers. Should have experience in securing dealers and distributors and creating sales programs. Will be responsible for expanding sales on Atlantic seaboard. Salary commensurate with experience. 0748.

**Industrial Engineer**—Eastern gas utility has vacancy in the industrial section of its sales department offering excellent opportunity to an experienced engineer. Reply giving age, education and experience. 0749.

**General Manager**—to assume administrative re-

sponsibilities and complete direction of a manufactured gas utility. In addition to previous supervisory experience, must have sales and technical background. Salary commensurate with ability and experience. Submit background, experience, and salary requirements. 0750.

**General Sales Manager**—in 35-45 year age bracket. Qualified to direct, from a central administrative office, sales and load building program for geographically separated electric, gas, and telephone properties. Experience in actual selling and in building of sales forces absolute requirement. Familiarity with technical bases for competitive selling desirable. Eastern location. 0751.

**Home Service Director**—degree in Home Economics required. Some experience in gas utility work desirable. Presently, one-girl department in Pacific Northwest manufactured gas company. Excellent opportunities for expansion as a natural gas conversion is anticipated very soon. Give full details in first letter as to education, experience, marital status and salary expected. 0752.

**Engineer**—manufacturer of gas boilers requires competent engineer with managerial skill for development production and field service. Position offers responsibility, permanency and salary commensurate with ability and experience. Pleasant location in New York Metropolitan area. 0753.

**Assistant Vice-President, Operations**—headquarters in New England. Must be thoroughly familiar with public utility field, including operations. To evaluate operating methods; handle preliminary development of construction and operating budgets; help analyze rates, new rate studies, and act as witness in preparation of rate cases for public utility commissions; handle labor contracts and negotiations. Age: 32-38. Salary: to \$10,000. 0754.

## Industrial relations

(Continued from page 19)

jury. (See *Calorizing Company and Electrical, Radio & Machine Workers, Ind.*; Clair V. Duff, Chairman; July 30, 1954.)

**Arbiter okays tests to make promotions**—Written tests are acceptable when management is judging the qualifications of an applicant for a promotion, according to Arbiter Meredith Reid, if there is no sign of discrimination in giving or judging them.

Over protests of District 50 of the United Mine Workers, Reid backs up Stauffer Chemical Company in testing to fill jobs in a newly built plant. Senior employees came out behind on the test, and jobs were filled entirely according to scoring in the exam.

Promotions must be made according to ability, fitness, and seniority under the parties' contract. District 50 thought seniority rights were violated when promotions are made entirely according to ability as proved by written test. And the union points out that some senior employees can't handle English very well and automatically are discriminated against by a written test.

Reid denies the grievance on several grounds—(1) management's good faith in administering the tests; (2) concern with getting into the new jobs employees who could learn the new methods, as proved by a

management offer (refused by the union) to train all applicants for jobs in the new plant before picking those to be promoted by administering tests; (3) the complicated nature of the new plant as compared with the old one; and (4) the fact that the tests were adapted to needs of the jobs to be filled. Reid says management's judgment of an employee's ability must stand unless it is discriminatory, regardless of whether the judgment is based on performance or on tests.

● **Impartial Chairman recommended to keep negotiators dealing in facts**—Federal Mediation Director Whitely P. McCoy, who notes that the rapid development of collective bargaining in the past 20 years has produced some habits and methods which do not reflect maturity, suggests that employers and unions consider getting an impartial chairman for their bargaining sessions to keep negotiations on the track and away from extraneous issues.

McCoy makes this suggestion in a speech prepared for delivery October 20 at the Fall Personnel Meeting in Berkeley, Calif., of the California Personnel Management Association.

The mediation chief says that in participating in about 15,000 dispute situations a year, the Federal Mediation and the Conciliation Service has learned valuable lessons in labor-management relations, but has

not been able to use or transmit to others all that it has learned. It has not been too successful, in the broad field of aiding parties to disputes to attain a maturity which would result in "a more sensible form and technique of negotiation" with a saving in time, fewer strikes, and less need for mediation.

In the experience of the Service, relatively few strikes change the eventual settlement on important issues. Most strikes, McCoy says, accomplish nothing for either side that could not have been accomplished in the first instance by responsible negotiations.

Noting the use of fact-finding panels to break deadlocks, he wonders why it would not solve many prolonged disputes if the parties could be induced to face up to facts and realities at the outset and do fact finding of their own at the beginning. He brings up his suggestion of the impartial chairman this way:

"The real question is, how can the parties be brought to commence their negotiations with fact finding, be held to the facts, and be restrained from going off on tangents. I suggest as a possibility the use of an impartial chairman, chosen by the parties, to preside at negotiations. It would be this person's function to get parties to produce evidence and facts, to keep the discussions to the point and to rule out matters extraneous to the specific issues involved in the contract negotiations."

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# American Gas Association

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